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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Geo. F. Rowell & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XX. NEW YORK, SEPTEMBER 22, 1897. No. 12.

NEW ENTERPRISES

BOOKS
OPEN
TO ALL

Many of them will be started now under the impulse of the "boom" of returning prosperity.

Many of these ventures will prove the more immediately successful through advertising—for judicious and liberal advertising paves the way for the sales agent; in fact, makes his work easy.

Don't experiment in advertising; it's a waste of money. Profit by the experience of the successful. Use at once the **best** newspaper in each city, and in covering Philadelphia and vicinity you'll find there is **one newspaper** that will do the work of many. That's

THE PHILADELPHIA RECORD

Average Circulation in 1896

Daily Edition, 170,402

Sunday " 124,234

For Rates address

THE RECORD PUBLISHING CO.,
PHILADELPHIA.



Past Memories

are often pleasant—but not always.

Ask advertisers who expected to secure the trade of the country people through large city dailies, and who didn't get that trade, if their memories are pleasant or otherwise—*then inquire of those who used the local country weeklies.*

It is as easy for water to run up hill as to turn the country trade by the use of any publications other than those published where that trade is located.

In the New England, Middle and Atlantic Slope States
There are 1,600 local papers, comprising
The Atlantic Coast Lists.
These papers reach weekly
One-sixth of all the country readers of the United States.
One order, one electro does the business.
Catalogue and estimate for the asking.

Atlantic Coast Lists, 134 Leonard St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XX.

NEW YORK, SEPTEMBER 22, 1897.

No. 12.

KEEP'S ADVERTISING.

THE NOTED SHIRTMAKER GIVES AN INSIGHT INTO HIS ADVERTISING VIEWS AND EXPERIENCES.

The advertisements of the Keep Manufacturing Co, shirtmakers, whose stores are at 809 and 811 Broadway, New York, and 156 Tremont street, Boston, are of a very high order, and attract favorable comment. The concern manufactures its own products in a factory on East 16th street, New York, which has steadily grown to stupendous proportions in answer to the demands of its growth, superinduced as conceded by itself by the response to its advertising. This is the only rational explanation, for it has consistently bought publicity throughout the hard times, and can ascribe its growth to no other cause.

A reporter from PRINTERS' INK found Mr. Henry V. Keep, the manager, immersed in affairs, but nevertheless willing to him a short time. In answer to the query whether the Keep Manufacturing Co. had advertised from the outset, he replied:

"No. The company is 31 years old, has spent 9 years on its present site (the Broadway store), and ran business on old lines until 8 years ago, when I became manager. I don't take much credit to myself, but being a young man and brought up in the new school, it would have been strange if

I had not advocated consistent advertising."

"Concerning your growth since then, Mr. Keep, can you trace it directly to advertising?"

"No, but we assume so. It has been such an even increase—never phenomenal, but always satisfactory—that our sales to-day are much larger than they were eight years ago, and our profits have increased correspondingly, too. But note a relevant fact:

the public are receiving the benefit of better goods, even for the same prices, for our products are showing continual improvement."

"Did you not advertise previously?"

"Oh, yes. But that is ancient history. We advertised in the crude fashions then prevalent. 'Any old thing' or the mere business card was sufficient."

"What was the new departure?"

"About what it is to-day. We began and have continued ever since to use the daily pa-

pers, both here and in Boston."

"What mediums did you select?"

"About the same in both cities as those we use to-day. In Boston, the *Herald*, the *Globe*, the *Record* and the *Transcript*. That is, two morning and two evening papers. In this city we chose the *Sun* (morning and evening), the *Herald*, the *Times*, the *Tribune* and the *Evening Post*, advertising in the others only occasionally."

"What is your scheme?"

"Each of these papers has its pecul-



HENRY V. KEEP.

iar clientele, and we think that all of them together give us the whole part of the population which can use our wares."

"What space do you pre-empt?"

"We usually use from 40 to 75 lines, single column, occasionally using double columns. It is our belief that in lesser space we could make no argument, and that we consider essential, if we would have our announcements worth anything to us. The end we always have in view is to induce customers to come into our stores, and there's

body of our advertisements we use a regular long primer. I think I have employed the types so persistently and consistently that the advertisements of the Keep Manufacturing Co. would be recognized by one who looks at the papers regularly, even if he were absolutely not able to read. That is good advertising, I take it, and has been adopted by many. I need not suggest to you and to the readers of **PRINTERS' INK** that when you arrive at such a point you get a double benefit."

"What other advertising do you do?"

A Perfect Shirt Business.

We want to make perfect shirts and give perfect service. Most of our customers think we do it now. Nothing less will satisfy us. If every man in America really knew as much as we know about Keep's Shirts, we would make nearly all the shirts worn. It's a pity they don't all know it, because those who don't are wasting shirt-money. We carry in stock more variations of more different styles of ready-made shirts than any other shirt seller ever dreamed of doing. We carry all styles of bosoms—open back, open front, open all the way down the front; five sleeve lengths and three neck slopes.

Best in the world, \$1.50 each, and your money back if you want it.

KEEP MFG. COMPANY,

Broadway, bet. 11th & 12th Sts., N. Y.
156 Tremont St., Boston.

nothing like a cogent argument to accomplish that."

"What is the rationale of your advertisements?"

"Only two or three lines of display—the remainder reasoning, in agreeable body type. Above all, we strive to avoid big glaring letters that offend the eye, and strive for tasty, restful type that shall be pleasant to look upon—type that does not give a headache, as so much of these aggressive black headings would do if you gave them half a chance. Do you know, I think there is a great deal more in the selection of type than appears on the surface, and I have acted on that belief. For the

"We do a lot of circularizing, using booklets and folders."

"How do you distribute them?"

"Most of them in the packages leaving the store. We try not to let any goods go out without having some advertising literature wrapped up with them."

"Don't you send the booklets and folders out by mail or distribute them by hand, too?"

"Not as a general thing. We trust to catch other trade through our advertisements in the dailies, although last spring I selected the names of 5,000 people doing business or residing near or accessible to this store.

To these I sent a printed card about shirts."

"What was the result?"

"I can't say that it was an unqualified success. I feel that it brought in some trade, but I have no idea how much. However, I expect to follow up that effort."

"Do you use the trade journals, the humorous weeklies or the magazines?"

"No, we do not use special publications of any kind, although we have tried the magazines. I must confess that they yielded poor results. I know they are splendid mediums for general advertisers, but when you have to bring customers into the store through your advertisements, I do not think these mediums justify expenditure. The same reasons apply to the general run of special publications."

"Do you use the L or hoardings?"

"Never use the one or the other."

"How about novelties, or devices to catch and chain the attention of the public?"

"They would not do for us. We cater to a class with whom if these did weigh they would not weigh to our advantage."

"In your advertisements do you address the women? You know it has been said with much reason that even for men's wear the women folk do the bulk of the buying."

"That may be, but we do not have them in view. It is true that many women buy shirts for their husbands, or brothers or sons, but they do not come here, we know; they seem to buy them from the dry goods stores. But even if we were addressing women, I do not think that we would change the character or the expression of our advertisements even ever so slightly. We have reason to believe that these are in good taste and good business-bringers."

"Mr. Keep, relative to morning and evening papers, which do you think the better mediums?"

"Well, if we were addressing the women, I think I would prefer the evening papers—that is, the better grade of them, for the reason that they are brought home. I would sum up the matter this way: The morning papers are better than some evening papers. The evening papers I refer to are what I would call 'street papers'—papers containing say returns from races and from sports, in large part. Very few of these are read and digested, or looked at long, the bulk of them being thrown away after they have served their purpose to tell the mere fact of how a sporting event or similar matter has turned out."

J. S. WILLIAMS.

TAKING OFF THE EDGE.

One of the strangest things in advertising or in printing is that a man will start out with the intention of having the best thing he can get. He will find, let us say, that it is going to cost \$105, but that by skimping it a little bit he can get it for \$100. Taking that \$5 off the price and out of the quality is just like taking the edge off a knife. You can cut some things with a dull knife, but there are some things you can't cut with it, and you can't cut anything with it as quickly, smoothly, cleanly and thoroughly as you can with a sharp knife. Advertising ought to have a razor edge, even if it does cost a little bit for grinding.—*Bates.*

A TAILOR'S ad should suit its readers.

Made To Fit.

There's a difference between "made to order" and "made to fit." Made-to-order-shirts don't always fit.

Keep's Shirts

are made to fit. Made to last, too. Made just as well as the best shirt-makers in America know how. Made 6 for 9.00; if laundered, 1.00 more.

"None better at any price."

KEEP MFG. CO.,

Broadway, bet. 11th and 12th Sts.

"How about programmes and programmes of special character?"

"I have tried them and found they did not pay us."

"You confine yourself then to dailies?"

"Almost exclusively, my idea being that every man in New York and Boston who can read, reads a daily paper."

"How about street cars?"

"Do not use them in this city, but do employ them in Boston, because, in my opinion, the Boston man rides more in street cars *per capita* than the New York man does, and sits longer in them a great deal. The Boston man, you see, is inclined more than our New Yorker to live in suburbs to be reached by street cars."

HOW TO DO IT, AND HOW NOT.

Here are two little ads from the "Situations Wanted" column of the New York *Sun*, that are a whole advertising sermon in themselves:

A YOUNG MAN, 30, married, steady, desires situation where faithful services will be appreciated; good reference from last employer. F. S., Box 183 *Sun* office.

C OACHMAN—By a single man; one who thoroughly understands the care of fine horses and carriages; first-class city driver; best references; last employer can be seen. Address J. R., 843 Third Ave., city.

The young man who inserted the first one probably thought he was very crafty. He did not confine his plea for employment to any one class of wants. He embraced everything and everybody. He thought that he would get a barrel of responses from people who wanted all sorts of young men for all sorts of purposes, and that he would be able from among all this mass of replies to select those who wanted something done that he was able and qualified to do. I would be very much surprised to learn that he received a single response. There is really not the slightest reason why he should receive any.

Now, mark the altogether different way in which No. 2 goes about it. He is a coachman, and he says so. He appeals directly and solely to people who want coachmen. He says he is a good man for such a job, briefly tells why, and promises to prove it by both the written and oral testimony of his former employers. The man probably has a job by this time—if he told the truth in his ad—and young man No. 1 has probably concluded that "advertising doesn't pay."

Such advertising as he did never has paid, and never will pay.

No doubt young man No. 1 can do something well. Very probably he is peculiarly fitted, by natural bent and by training, to perform just the services that you or I are in need of. Perhaps we are looking for him now. We will never find him, though, and he won't find us. Instead of speaking up and telling what he was good for, and why, he gives us meaningless generalities. As far as we are able to judge from his ad, he is one of the great mass which is a little good for almost everything and not much good for anything. We know plenty of that class of persons now, without seeking to

find more by correspondence with young man No. 1.

These simple and inconspicuous little want ads illustrate one of the most important principles of advertising.

A very large proportion of merchants who advertise give us no real reason why we should come to their stores. They want to do too much. They want to advertise the whole shop, from the knob on the front door to the ash barrel in the back alley. When they sit down to write an ad they have the image of the entire outfit in their mind's eye, and they try to fix that image on one piece of copy paper. The ad, when they get through, is a colorless, confusing conglomeration of their entire stock. In trying to do everything they have done nothing. In their attempt to appeal to everybody they have reached nobody at all.

People are too busy nowadays to wade through long price lists of all sorts of things that do not particularly interest them, or to read what is virtually a stock-taking schedule. In order to sell goods you have to make people read about them. In order to make people read, you have got to talk about something that interests them.

Filling your space with generalities won't interest anybody. A talk about some seasonable article will interest those who are in need of that article. It's better to interest ten people thoroughly in one article than to merely catch the eye of a thousand people.

The ad that wins sales is the ad that talks about one thing, or class of things, in a manner to convince people who have a want in that direction that here is the thing that will most satisfactorily fill that want.

The ad that fails is the ad that tries to do everything at once, and convinces nobody of anything in particular.—*T. H., in Trafficon.*

THE WORD JOURNALIST.

There is an unfounded and unreasonable prejudice among newspaper men regarding the much-abused word "journalist." This prejudice is strengthened by the cheap wit of the paragraphers who make the word describe anything from a reportorial dude to one of Horace Greeley's horned cattle.

Yet there is no word in the English language that will supply the place of this one ridiculed. Newspaper man comes nearest, but that is two words; not one; is inconvenient and hard to say. Reporter expresses only a division of the meaning, editor another, publisher another. Journalist combines all these. It ought to receive better treatment from those to whom it applies.—*Country Editor, Columbia, Missouri.*

THE CIRCULATION
OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's
CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

THE PROFESSIONS AND ADVERTISING.

The attitude of the Ontario Dental Association in its recent annual gathering in Toronto once more brings up the question: Why should not the doctor, the lawyer, the dentist advertise as other men do?

It is very plain that these gentlemen are in business to make what they can out of the business—or professions, if you like.

A young man selects the dental profession doubtless because he has certain likings for the work, as he might select a commercial calling. But one selects a particular profession because he believes he can make a good living out of it, and perhaps something more. Plainly stated, the professions, despite the professional mantle that professional etiquette throws around them, are simply a form of business.

The dry goods merchant, the grocer, the shoe dealer, the manufacturer advertise their business—tell the people in a plain, common sense way what they can do for them. Why should not a dentist, a lawyer, a doctor do likewise?

The Dental Association considered certain advertising that might be done by certain dentists as very unprofessional, and therefore objectionable. Let us look at the matter in a common sense manner. The manufacturer of agricultural implements believes his machines possess certain particular merits that make them advantageous to the agricultural community. In his advertisements he tells what these advantages are, points out the strong points, their labor-saving features, and gives particulars of important details.

It is freely admitted by the dental profession that within recent years very remarkable progress has been made in every department of dentistry. Members of the Dental Association of today would not feel flattered to be classed with the teeth extractors of a quarter of a century ago, or even those of a decade.

Why should not the public be taken into the confidence of the profession and have pointed out to it in an intelligent manner the nature of these advances in dentistry; how means have been adopted to alleviate pain; where one may possess a new set of teeth and not have one's fortune broken in accomplishing this end; how easy a matter it is to have the individual tooth

treated to-day, where extraction was the only plan of some years past.

But when these things are suggested to the dental profession, or when one of its members more courageous than the rest strikes out on this line of doing business, he is at once pounced upon as a fakir, and the members of the Dental Association hold up their hands in holy horror.

If one dentist possesses skill greater than another, why should not the suffering public, who have to suffer in jaw and pocket, know of the progressive methods of this man, that they may go to him in preference to some old fogey, whose only merit is that he stands on the dignity of the profession. The time is near at hand when common sense is bound to conquer professionalism, and those who will lead in the protest will be, like pioneers in gold mining, the larger gainers.—*Business, Canada.*

ALL MOTHERS
and
CHILDREN
should write to-day
for a copy of
DIAMOND DYE
Nursery Rhymes
ILLUSTRATED
With Cover in Colors
Mailed upon request
FREE
postpaid

Address
**WELLS,
RICHARDSON &
COMPANY**
Burlington, Vt.

Quite some months ago the Little Schoolmaster suggested that if an advertiser should publish and widely distribute a collection of rhymes in the Mother Goose style, hosts of children would probably learn to memorize them just as they memorize the Mother Goose melodies, and an excellent advertisement would be the result. Since that time the N. K. Fairbank Co., Richardson & De Long Bros., Wells, Richardson & Co. and others have taken up the suggestion. And, wonderful to relate, each collection of verse has been of excellent quality!

Onward!

The circulation gains of THE NEW YORK TIMES continue. Under date of August 30th, the manager of the Westchester News Co., of Westchester, New York, writes:

"I have much pleasure in informing you that the circulation of THE NEW YORK TIMES is steadily increasing in this section of Greater New York. Our daily sales have nearly doubled during the last two months. The Sunday edition has actually increased more than three times in sales beyond what it was one month ago."

Newsdealer EDELSTEIN, Columbus Avenue, near 100th Street, New York, said on September 1st:

"We are now selling far more copies of THE NEW YORK TIMES, both daily and Sunday editions, than we ever did before since we have been in the news business."

Newsdealer MCBRIDE, Manhattan Life Building, says:

"THE NEW YORK TIMES now leads all other newspapers in morning sales at my stand."

Newsdealer FRANK E. BRONSON, corner 135th Street and Eighth Avenue:

"The sales of THE NEW YORK TIMES at my stand show a wonderful increase. I am now selling double the number of copies I did two months ago, and am continually increasing my order."

**Ask your own
newsdealer.**

The New York Times.

"All the news that's fit to print."

ADVERTISERS' MISTAKES.

Only a limited number of advertisers thoroughly understand the science and fully realize the benefits derived from it. Those who do are successful and tranquil through that knowledge. They wisely seek for general results, and do not sit nervously watching each separate medium and vainly attempting to trace increasing orders to their source of information.

Neither do they seek a harvest before the necessary period of seed development. The farmer who would sit watching for the corn to sprout, and complain because he could not pull roasting ears in a week, would be laughed at by the most inexperienced advertiser in the land, who in turn does that for which he ridicules the rustic.

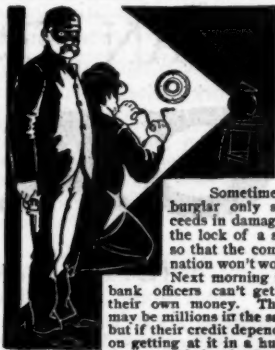
In like manner would a merchant be the subject of a school-boy's jest if, after he had put a fine and showy sign over his newly-opened store, he should say to his clerks: "We might as well take that sign down. Here we have been opened a week, and out of a hundred customers who have bought our goods not one has said he came in because he saw the sign."

But the real old wisacre of the lot, in his own conceit, is that merchant who after a quarter century of successful business says to his son: "John, go and take that sign down from over our door. Everybody knows where we are. We don't need it. Our name will never die."

John takes the sign down, and the old man flatters himself that trade is just as good as ever. Old customers, of course, know the house and continue to buy, but as time passes on new ones fail to come. There is no sign to indicate the existence of the house, and finally even the sheriff has hard work to find it.

This is one of the commonest mistakes of advertisers. After years of prominence in the columns of representative papers they conclude that they are so thoroughly known they can afford to "take down the sign," just as rival houses are coming more prominently to the front; and if their business, which should have continued to increase, manages to keep up for a time to its past figures, they think they have actually economized in cutting off the small expense of advertising. Fatal economy, secured at the loss of all further increase of business! The result also is naturally a decrease in

business, and the foolish old fellows think it is the result of a general depression and closeness in the circulation of money. At this stage of their decline they might even contemplate a return to advertising, but they sadly realize the closeness of their financial condition, and conclude that they are not able to advertise, and then the end is not far off.—*American Carbonator and American Bottler.*



Sometimes a burglar only succeeds in damaging the lock of a safe so that the combination won't work.

Next morning the bank officers can't get at their own money. There may be millions in the safe, but if their credit depended on getting at it in a hurry they would be bankrupt,

simply because the combination won't work. A sick man is in very much the same fix about getting at the nourishment he needs to keep him alive. There is plenty of good food at hand, but his digestive organism is out of order; the nutritive "combination" of his system won't work. He can't possibly get at the nourishment contained in the food. He takes it into his stomach, but it does him no good. It isn't made into good blood. He is just as badly off as if the food was locked up where he couldn't touch it. He gets no strength or health out of it.

All these mal-nutritive conditions have a perfect and scientific remedy in Dr. Pierce's Golden Medical Discovery. It puts the nutritive "combination" of the system into perfect working order. It gives the digestive and blood-making organs power to make pure, red, healthy blood, and pour it into the circulation abundantly and rapidly.

It drives out all bilious poisons and scrofulous germs, cures indigestion, liver complaint, nervousness and neuralgia, and builds up solid flesh, active power and nerve force.

Mrs. Rebecca F. Gardner, of Grafton, York Co., Va., writes: "I was so sick with dyspepsia that I could not eat anything for over four months. I had to starve myself, as nothing would stay on my stomach. I was so badly off I could not eat even a cracker. I thought I was going to die. I weighed only 80 pounds. I tried almost everything, and nothing did me any good, until I took two bottles of the 'Golden Medical Discovery.' I am now as well as I ever was, and weigh 125 pounds."

THE argumentative style of advertisement which Dr. Pierce has made so distinctively his own is an excellent and convincing style in the hands of any one who can give information without appearing to wax didactic.

Into the Homes it goes.

THE
SAN FRANCISCO
CALL

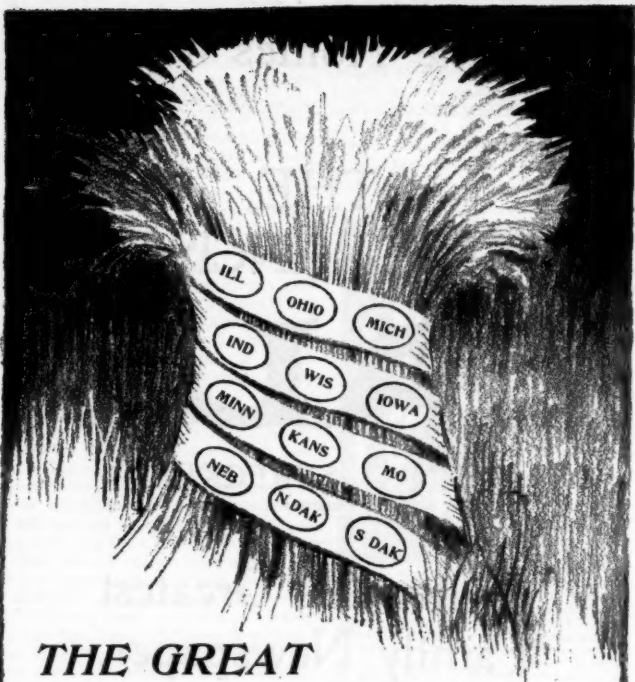
JOHN D. SPRECKELS,
Proprietor.

California's Greatest
Family Newspaper.

PUBLISHED EVERY MORNING IN THE YEAR.

Circulation Exceeds
50,000
Daily.

For sample copies, rates and further information address
D. M. FOLTZ, Eastern Manager, 34 Park Row, New York.



THE GREAT WHEAT BELT

—or Middle West, is the most promising of all fields for advertisers just now. See the daily papers for accounts of the big grain crops. That means money for the farmer—money for the advertiser who has what the farmer needs.

THE
CHICAGO
NEWSPAPER
UNION
LISTS

cover this rich field as no other mediums possibly can. If you have goods to sell that country (not city) people need, write to us for particulars of the 1,500 papers comprising these lists.

CHICAGO NEWSPAPER UNION.

CHICAGO:
87-93 SOUTH JEFFERSON STREET.

NEW YORK:
10 SPRUCE STREET.

ADVICE FROM JOHN O. POWERS.

Mr. John O. Powers, a son of John E. Powers, manages the advertising of Schilling & Co., the San Francisco grocers and tea merchants. The junior Mr. Powers' style has all the rugged honesty of his father's, and is well exemplified in a little work called "Money Making," which Mr. Powers has gotten up for the Messrs. Schilling. As this booklet will prove interesting to a host of others than those for whom it was written it is here reproduced almost in its entirety:

Money-making is hard in the grocery business because there are so many ways to fail and so few ways to succeed. Money-making is easy, because, when the way is found, it is so clear and agreeable to follow.

A merchant who goes about his business, selects his goods carefully, buys them at a fair price, sells people what they want, keeps his store clean and good-looking, and delivers his goods on time—that merchant is going to make money.

He can make more money by careful and proper newspaper advertising. But this is a dangerous subject. A great deal of money has been lost in advertising because people do not understand it; they think that advertising is cutting up antics in the papers and saying smart things without regard to what they mean.

They are wrong. Advertising is not advertising unless it puts the reader or looker into a mood to buy your goods. Whatever attracts attention and at the same time makes people respect and like you, and, above all, want your goods—that is advertising, and that is money-making, whether they see it in the papers, on the fences, or in your store window, or in your store itself.

It is not costly. It takes considerable attention, but not much money.

WHAT IS ADVERTISING?

That is, what makes people think of you, and come to you, and buy of you?

Some time ago we saw a grocer's window in San Francisco plastered with signs of all sorts: a cigar sign, three theater bills, a chewing-gum sign, a cigarette sign, one minstrel show bill, one chew-tobacco sign, and one soap-powder sign. We actually had to peek behind the signs to see what was in the window—lamp chimneys!

This is not advertising.

Another example of not advertising is the following:

A printer we know of, a good printer, has so dirty a shop that it is almost impossible to believe that he can do clean work. If we had seen his shop before we saw his work he would never have done anything for us.

These are not advertising—this dirty printer's shop and the ugly ungrocer-like grocer's window. They turn people away.

Not advertising, then, is turning customers away. Dirt or untidiness is not advertising; telling lies, whether with your mouth, or with signs, or in the papers, is not advertising; discourtesy is not advertising; having loafers in the way is not advertising; too much pressing the sale of things that are not wanted is not advertising; too much talk is not advertising; selling goods that will not give satisfaction is not advertising.

You see advertising is something more than spending money in the newspapers. It is making every move of your business such as to bring people to you—not sending them away to your neighbor grocer. Everything that a business man does is, in a broad sense, advertising or not advertising.

ADVERTISING IS

1. Clean store. Maybe the dirt on your floors does not get into your sugar, but if your floor is dirty do you blame your customers for suspecting your sugar and your tea, too?

2. Good management. Having everything on hand, ready to put your hands on; not keeping your customers waiting for change and for wrapping up longer than necessary. Clever newspaper advertising can be ruined by bad store management.

3. Neat clerks. Your store has cost you a good deal; maybe you have advertised for customers. So, when a customer comes to your store, you can't afford to let her be turned away by ill-mannered or slovenly-dressed clerks.

4. Good manners. Courtesy to everybody, whether well-dressed or not, lookers or buyers—maybe they will buy to-morrow. It is impossible to suggest a standard of manners for the many different kinds of stores; but this is certain: a store should never be stuck up, and it never should be rowdyish; it should always be comfortable. Whoever comes into it should feel that she is welcome. Of course, your store is your own and you

can act as you like in it; no one has a right to question you. But if you do not make people comfortable they will go where they are made comfortable. You will lose their trade.

(This does not apply to grocers who have a "monopoly" in their region; and yet people will buy more freely if they are made to enjoy it. Besides, some one may start a new store some day if the old one is not popular. The same is also true of paragraph 7.)

Above all, avoid the extremes of roughness and toadyism—especially the latter. Courtesy is acceptable.

5. Frankness. Don't be afraid to offer a suggestion to a customer for fear she may think you may have an "ax to grind." There is no reason why you should not make money, and why should she complain if you do? If you don't make money, how can you stay where you are and bring to your customer the goods she wants from the different parts of the world? Let your customer see (without telling her) that you are friendly—that your business is making money by serving her; and that the more you can serve her the better you like it, because that means more money-making.

6. Help. Do your customers a good turn now and then, though it may cost you a little something. A cent spent in this way will very often seem a dollar to them. A little help given with a great deal of courtesy goes a long way toward creating good-will.

Don't lose the benefit of doing your customer a favor by telling her about it. That makes her feel mean, and you don't want any one to feel mean in your store. Help her as if it were a pleasure to you. That will make it a pleasure, and you will get ten times the good-will that you would get if you did it grudgingly.

7. Good goods. You can't afford to lose a customer. There is nothing—absolutely nothing—that keeps customers but money's worth right along. So-called advertising may get an occasional customer; but poor goods will lose you that customer some day, and your advertising will turn out to be very costly unless money's worth stands back of it.

8. Honesty. The best policy in the world—so good that some people, not naturally honest, have "adopted" it on account of its "paying" qualities.

People are better judges of human nature than of goods. Your custom-

ers know almost nothing about sugar and tea, but they know something about you, and they judge your sugar and your tea, to a very great extent, by their knowledge of you. If they think you are tricky, they buy of some one else. Would you yourself buy your eggs of a tricky farmer?

Under this head comes substitution. If a woman orders Royal baking powder, and really wants it because she understands how to use it, it is not wise to send her Schilling's Best just because you can make more profit on it—no, not even if you know it will please her better. For if, without trying the baking powder, she finds out that you make more money on Schilling's Best, she may suspect you of putting your interest ahead of hers in this and in other matters. But, if you persuade her to try Schilling's Best, that is not substitution—it is a proper regard for your customer's interest.

9. Generosity. A powerful means of success when wisely administered and not excessive. Let your customers feel that they are always sure of a full money's worth at your store, and go beyond it if you can safely. In fact, wherever it is possible and safe, let your customers understand that they may bring back what they don't like and get their money.

This money-back idea we think so well of that we have made it, in connection with first-rate quality, the keynote of our business. We don't want a customer to keep our goods unless she likes them. We would rather have her good-will than a profit. So we say to you: whenever your customers do not like Schilling's Best, give them back the full price they paid and let us pay you the full retail price.

One advantage of money back is: it takes away the risk of buying, and that makes buying more free.

Another advantage: it implies that goods are so good that customers won't want money back.

The usual way of advertising goods is to shout, best! BEST!! BEST!!! The better way is to say, your money back if you don't like them; for, although people are not good judges of quality, they know what they like.

If you are doubtful about the value of "money back if you don't like it," work the idea hard on Schilling's Best—all money-back goods—and see what its effects are. Then, if you choose, apply it to some of the other things in

your store and stand the loss if you have to (and stand the increased trade if the size of your store will permit). But whatever you do, do it freely. Do it as if you liked it. Make your customers feel at ease.

But money back is expensive when goods are not right.

10. Windows. A man shows his character in his face, in his dress, in what he says, in what he does. So should your store show its character on its face, in its dress, by what it says and by what it does.

Let your windows show what is going on in your store. Let them contain your latest and best news. Don't put in sugar, don't put in soap. Put in something that you would not be expected to keep, or something that nobody else in town has, or something that you think particularly well of, or, once in a while, a good healthy bargain, or something beautiful—in short, put in something of real interest.

Change your windows often—to keep the people interested and curious.

People pass your store every day and have no idea what good things you have in your store unless you show them. They think you are an average grocer, while you may be far above the average. And yet how can you expect them to know it, if you take no pains to tell them?

Put in signs where they will help bring out the "point" of your window; otherwise leave them out.

11. Signs. Your signs are salesmen. Let them be decent and neat and straightforward; let them say something and mean something. Your store is for business—to sell goods in and to make money in. Anything whose purpose is not to sell goods or make money is in your way. If it is pretty, it belongs in your house but not in your store. Of course there may be a sign so charming, so full of pleasant suggestion, that it makes a customer bubble over with good-will toward the article advertised; but this is rarely the case, and most grocers make the mistake (cited in the beginning of this book) of littering up their store with signs.

We have lately made some signs that will help you if you use them right. The proper use for them is to hang them where they will not interfere with anything and where they can be easily read. We have tried to follow our own counsel and have tried to

make them straightforward and agreeable, so that your customers will be glad to see them.

You may have as many of these signs as you want. There is a catalogue of them at the end of this book. Each sign has a number. In ordering, simply give the number. They are all printed in black type on white cardboard, and have a hole in the top to hang them up by. They are printed on both sides, one sentence (generally) on each.

They should help your business; but they can hinder your business if you let them get dirty, or use too many of them, or put them where they are offensive, or advertise articles that you don't keep.

Don't keep them after they have got dirty or fly-specked; send for more.

12. Newspaper advertising. What we said about signs is true of newspaper advertising as well; but in the newspaper you have more space, you can change your wording oftener, and you can be a little more conversational.

Let your advertisements mean business. Let them be what you are or what you would like to be—straightforward, modest, frank, winning. Every man wants to be believed; have your advertisements believable.


Some men, when they take a pen in hand, become embarrassed; and they try to cover up their embarrassment with big words and high-sounding phrases and impossible statements.

The fact is, it is hard to be natural—so hard that we are often asked by merchants to help them in their advertising. In response to these requests this book has been prepared, these signs made and some advertisements written. As these merchants have asked us to advertise, not their own business, but Schilling's Best, we have confined our signs and written advertisements to Schilling's Best; but the same principle applies to your business throughout; when you have understood it, you can carry it out yourself.


AN UNUSUAL ADVERTISEMENT.

John Wanamaker, of Philadelphia, has astonished the retailers within a radius of 100 miles by a recent advertisement advising the public to confine all the trade possible to the local stores. He says, for his own business, he will be quite content to take the leavings as would naturally come to him, from being the first to show new goods and new fashions, and from having classes of goods never seen elsewhere. This is an unusual sentiment from a department store, to say the least, and one can be excused for believing himself not quite awake when reading such an astonishing recommendation.—*Advertising World*.

**"Empire State
of the South"—GEORGIA.**

 Has the circulation.

 Has the influence.

 A powerful seller.

The Atlanta Journal

HOKE SMITH, President.
H. H. CABANISS, Manager.

It is a pleasant thing to know what you are purchasing. No lying awake at nights! It has the value. It carries the weight and does the work. The most satisfactory paper in the South to contract with, not for one day but for every day of the whole three hundred and twelve. Greatest guaranteed circulation in the U. S. south of Washington.

23,930 Daily

The S. C. Beckwith Special Agency

The Tribune Building, New York
The Rookery, Chicago

"The Knell of Parting Day"

may suggest to some a sorrowful sound, but it is just the time when the faithful flutter of the afternoon paper is heard in the land. . . . The largest and most important of all the Southern cities is

New Orleans

and its favorite afternoon paper the

States

Its circulation, { **Daily, - - - 12,496**
covering every { **Sunday, - - 13,120**
issue 1896, was { **Semi-weekly, 5,971**
as per facts and figures furnished all comers.

This paper reaches the houses and homes of ninety per cent of the English-speaking people of New Orleans. Rates much lower than either of the morning papers and circulation fully as great as either.

The S. C. Beckwith Special Agency

The Tribune Building, New York
The Rookery, - - - - Chicago

*"One paper in a State — The
Salt Lake Tribune for Utah."*

— GEO. P. ROWELL.

The Salt Lake Tribune

is the one great and undisputed
leader in circulation, influence and
responsibility in all that vast
Inter-Mountain region between
Denver and the Pacific Slope.

THE S. C. BECKWITH SPECIAL
AGENCY,

THE TRIBUNE BUILDING, NEW YORK
THE ROOKERY, - - - - - CHICAGO

\$1,000 FORFEIT

IF THE SEATTLE TIMES HAS NOT THE LARGEST
CIRCULATION IN WASHINGTON.

Klondike's Golden Wave

is breaking and booming over the great Northwest and dropping its richness into Seattle's happy lap.

THE SEATTLE TIMES

during the past twelve months has been steadily forging to the front, and to-day offers to forfeit **ONE THOUSAND DOLLARS** in advertising at regular rates, to any one at home or abroad, if it is not publishing and selling more papers than any other secular daily paper published in the State of Washington, British Columbia or the State of Oregon, with the exception of **THE OREGONIAN**, at Portland. That circulation is

10,500 COPIES DAILY

There is no man, East or West, who dares dispute the circulation of

THE SEATTLE TIMES

as it daily appears in print, for the entire publication is open like a book to all the world. No other publication in Washington dares do this. In the window of the counting-room of **THE TIMES** stands a "counter," open to the public and read by hundreds daily, which shows the exact publication from minute to minute and hour to hour, from the time the press begins to move at 2.30 in the afternoon until about six o'clock, when the last of five editions are completed.

THE S. C. BECKWITH SPECIAL AGENCY,

The Tribune Building, New York
The Rookery, - - - Chicago

The Houston Post

*A prosperous paper
brings the best results to
advertisers.*

The Houston Post

is a prosperous paper in every sense of the word. THE POST not only has the largest circulation in all South Texas, but it is a growing circulation, and the advertiser is given every opportunity of knowing

What He Pays For.

THE POST carries more advertising than any other Texas paper, and the advertisers are glad to pay the price asked because it is profitable.

The S. C. Beckwith Special Agency

The Tribune Building, New York

The Rookery, - - - - Chicago

*More quoted and clipped
from than any
Western newspaper.*

THE

KANSAS CITY TIMES

possesses the confidence of its constituents. For many years it has occupied the leading morning position and occupies it more to-day than ever. Its influence was never so great as now. Free from every dollar of debt that ever rested upon this great paper and property, it is conducted on straight business lines that win approval from the best people of both political parties.

The TIMES to-day is giving advertisers "more for the money" than any Western newspaper, and no one is left in doubt as to "how much."

KANSAS CITY TIMES

THE S. C. BECKWITH SPECIAL
AGENCY,

*The Tribune Building, New York
The Rookery, - - - - - Chicago*

FOR SALE.

A brainful of ideas for advertising a large manufacturing business.

Not the brain; only the ideas.

Not ordinary advertising, but advertising that shall bring returns.

Profitable publicity.

You can employ this brain to study your business and to advance for its promotion original and profitable plans and methods of publicity.

You can employ it to plan. To carry out the plan. To criticise present methods. To economize expenditures. To increase your sales and to decrease waste.

If you are busy, if you need help, if you feel that you are not getting a proper profit from your advertising investment, address, with full particulars of expenditures, sales and general conditions :—

E. A. Wheatley,
Specialist in Profitable Publicity,
341 Dearborn Street,
Chicago.

New York Office :
114 Fifth Avenue.

SIGLAR SCHOOL ADVERTISING.

AN INTERESTING STORY OF HOW IT WAS
BEGUN AND DEVELOPED.

The advertising of the Siglar School at Newburgh, N. Y., has often attracted attention as standing out in the mass of school advertising with an individuality of its own. When Mr. Siglar was recently applied to by the Little Schoolmaster to talk about his advertising he graciously complied, and spoke as follows:

"The Siglar School is situated in what we call 'a garden of Eden,' on the top of a hill overlooking the Hudson, in the city of Newburgh. It was founded by me in 1864, and it pulled out of the rut of school advertising about 1889.

ing any adequate returns. The departure brought in immediate and satisfactory ones.

"In 1893 a large number of vacancies had to be filled. The small advertisements which I ran in the weeklies and in the magazines—*Century*, *Harper's* and *Scribner's*—failed to meet the situation. About the middle of July I conferred with my agent, Mr. George Batten, and with Mr. Powers, and it was decided to go into about fifteen weekly papers with a 200-line ad, and use the wagon picture, reduced. (The original cut was three inches by six inches, and had been used for page ads.)

"I adopted the plan we had agreed upon, and three of these insertions, every other week, accomplished my

THE SIGLAR SCHOOL

For 30 Boys. \$600 a Year.

Do you know what your boy's school amounts to for him? Is he being developed? Are you acquainted with him? Your life is a busy one; is it possible that you don't know what is going on? If my questions attract you, write for my pamphlet. 35th year begins Sept. 14, 1897.



HENRY W. SIGLAR, Newburgh-on-Hudson, N. Y.

"Its most distinctive advertisement, by all odds, has been that in which the picture of the wagon was incorporated. This, by reason of its excellence and repetition, has become familiar to the public. Its interesting history is as follows: The school was among the earlier ones on the Hudson to take up Rugby football. The suitable grounds necessary could not be obtained within a mile, therefore to get to and from the field required a wagon. Having contracted for a page ad in the *Christian Union* in 1891, I applied to Mr. John E. Powers for suitable copy. Mr. Powers originated the idea of a wagon picture, and this was the result.

"Before this time I had spent much money in advertising, without receiv-

object, and nearly filled the vacancies. This was the most successful advertising in the history of the school.

"The next year I used a 100 line ad, and went into the magazines and the best of the weeklies I had used the year before, beginning earlier and using every issue. Yet the results were not up to the first year.

"The next year—1895—a 50-line ad in the magazines was employed. The magazines seem to have been fruitful of results, for the summer advertising I do in them appears to last, and to evoke responses throughout the entire year.

"One must plan ahead to conduct a campaign in the magazines. I do not know how many ads I have used, but

it is my intention never to use the same ad twice in the same publication.

"I am using space in the New York *Evening Post* and New York *Times*, the only dailies on my list. I have used it for some years. During August I used twenty-six different advertisements in the *Post* alone."

Mr. Siglar is as original in his opinions and practices in educating boys

The Siglar School.

30 Boys. \$600 a Year.

Thirty-fifth year begins September 14, 1897.

How to make the most of a promising boy is one of the problems that beat American parents. They do not so much as suspect the true solution of it. Shall I send you the key?

HENRY W. SIGLAR, Newburgh, N.Y.

as he is in advertising. He is successful in both. The ads here reproduced are representative ones, but by no means better than dozens of others which have appeared. Though Mr. Powers first wrote the announcements, Mr. Siglar has written them himself the past three years, and it would appear that the disciple has improved upon the master.

A TAILOR'S BRIGHT SAYINGS.

To cover your nakedness is one thing; to be properly dressed is quite another.

Save time by giving your tailor the "go-by" this season, with his tiresome measurements, making you pose first "arms up," then "arms down," "chest out," etc. Then his many attempts at "fitting," with the resultant "alterations," which somehow rarely alter a bad fit; and then his bill, which is twice as large and more than you should pay for good clothes. Pass him this season, we say, and try Stein-Bloch clothes. Ready to wear moment you need them; one try-on, no alterations; less than half tailor's price and money back if you want it.

Limited means are no bar to good clothes. Wear Stein-Bloch clothes: they have all the high-cost tailor's "fashion kinks" at a third to a half his price. We're sole agents.

Who is so rich that he would wantonly desire to throw away money? We don't care what high-priced tailor has been making your clothes, but will

guarantee that Stein-Bloch clothes are their equal in cloth quality, style, workmanship and fit. A comparison of prices would make your tailor look foolish, and the best of it is that here you have to submit to no tiresome measurements, only one try-on, and wear the garments the day you buy them, to say nothing of your money back for the asking. Will your tailor do this?

True economy in clothes buying means getting the greatest possible measure of satisfaction and intrinsic value for the smallest price—*From a collection of advertisements issued by Stein-Bloch Co., New York and Rochester. Copyright 1897 by Stein-Bloch Co.*

MOVABLE WINDOW DISPLAYS

Many people who notice the unique window displays in some of the large department stores wonder where all the wax figures that are often used come from. At the present time the Bauland Cash Store in Brooklyn has one very large show window devoted entirely to the representation of scenes in the life of the Klondike mines, the latter being represented by life size wax figures kept in automatic motion. As may be supposed, the display attracts large crowds—so great, indeed, that the aid of the police is frequently needed in order to keep clear the sidewalk.

This, and most of the other large movable window displays throughout the country, are furnished by the firm of J. R. Palmenberg & Son, 7 Broadway, New York City. This house makes a specialty of department store fittings of every kind, but more particularly of stationary and automatic models in various materials. The beautiful waxen heads upon which milliners love to display their creations to advantage are largely supplied by this concern, as are also the busts and full-length figures upon which jackets and dresses are artistically shown.

But it is in the line of new automatic devices in wax figure work—specially designed to attract the attention—that Messrs. Palmenberg most excel. They are responsible for the automatic cyclists, male and female, that have delighted crowds of window-gazers all over the country during the last year or two.

One of their latest inventions is now on view in their own show window on Broadway. It consists of a dancing girl, costumed after the fashion of ballet dancers. The movements of her body are both graceful and natural, and appear to delight a bald-headed wax gentleman who is seated in front of her with a programme in his hand. The figure is worked by an electric motor concealed in a box underneath the dancer, and the "show" is attractive enough to keep a crowd in front of the window all day long.

WM. B. SOMERS.

ADVERTISERS WILL DIFFER.

I believe that most of the advertising men of big department stores will say that the use of Sunday issues of newspapers is one of the most potent factors in their success. John Wanamaker has proven that such an idea is a fallacy, however, for he has made fame and fortune through advertising in the newspapers, yet has never used a Sunday issue.—*Advertising Experience.*

THE SPOKANE

Has an EXCLUSIVE FIELD extending
over Two Hundred miles in all directions.

SPOKESMAN-REVIEW

SHOP MOTTOES.

- This store is here to serve you.
- We are not afraid of criticism ; we court it.
- Our profit comes in ever-increasing sales.
- To trade justly makes future trading easier.
- On your pleasure depends our prosperity.
- The discriminating buyer is the one we like.
- Make known your exact wants and we will supply them.
- We can sometimes make a loss bring us ultimate profit.
- There is no loss so serious to us as not to please a customer.
- We want a little profit out of you each time, a lot of times.
- We want you to look for faults, so that we can rectify them.
- Your money talks. So do our goods. Let's introduce them.
- We don't pretend to know it all, but all we know is at your service.
- We do not decry other merchants; we simply strive to lead the procession.
- We don't expect to get everybody's patronage, but we try to deserve it.
- Washington couldn't tell a lie. Like Mark Twain, we can, but we won't.
- Persuasion is sometimes impertinent, but we will answer questions cheerfully.
- The merchant who gives a poor bargain to-day must do worse by you to-morrow.
- No drummer can speak so effectively as a first-class article sold at a knock-out price.

NO LONGER A SNAP.

The profitable publication of a country newspaper is becoming a harder job as the years go by. The type-setting machine, the fast mail and the patent outside are the main reasons. City newspapers can be produced for about one-fifth former cost and delivered in half the time. The auxiliary prints multiply the country paper at every cross-road. The greatly enlarged news service enables the city daily to print all local items in the country of importance. Hence the increased necessity of ability, enterprise and originality in the management of the country paper. It must get out of old ruts and change its methods. The old-time ways will no longer answer. When there was but one paper in a county and it required a day or two for the twelve dollar city daily to reach the country town it was a much easier job to run a country weekly. Hence it must continue to be true that only the best managed country paper can expect to succeed, while many must fall by the way.—Country Editor.

SOME FREE ADVERTISING—AND
GOOD!

Office of
NEW ENGLAND ADVERTISING AGENCY.
Walter C. Lewis, Manager,
94 Equitable Building, Boston.
Telephone 1222.

Sept. 11, 1897.

Editor of PRINTERS' INK:

If you want an item of news you can make mention of the fact that the subscriber has assumed management of the New England Advertising Agency.

My record for the past twelve years is as follows:

Six years with the *Boot and Shoe Recorder* (the largest shoe trade paper in the world).

Three years as manager of the *Waukenhose Co.*

Two years with the *Youth's Companion* advertising department.

Two years with Pettingill & Co., Boston. My personal customers include:

The Walter M. Lowney Co. (Lowney's Chocolate Bonbons.)

R. B. Grover & Co. (Emerson shoes).

Newton Rubber Works (Newton tires).

Pantasote Leather Co.

Clarence Whitman & Co.

The Angier Chemical Co.

Pyro-Febrin Co.,

and others who will be added to the N. E. Advertising Agency's list of clients.

If you care to use all or any part of this matter you can do so, and if you want to further say that I was the first man who ever advertised or sold Stylographic pens, you can say that. I was general agent for the Cross Stylographic Pens in 1877. I have been in touch with advertising ever since, either as selling agent, trade journalist, advertising solicitor or general agent.

Of course, I send you this matter with the expectation of getting a little free advertising and not entirely from philanthropic motives. I shall, however, be willing and glad to do anything that I can in reciprocation of any favor in this line. Very truly yours,

N. E. ADVERTISING AGENCY.
Walter C. Lewis, Manager.

IN ITHACA.

ITHACA, N. Y., Sept. 6, 1897.

Editor of PRINTERS' INK:

The following ads appear in the current Lyceum Theater programme adjoining each other:



**Finest
Turnouts in the City.**

For the best, go to

Ingersoll's Livery,

Telephone 62.

9 and 11 South Tioga St.

Oh! I Don't Know!

There are Others.

Just try at SEAMAN'S Old Reliable LIVERY and find out.

10 and 12 West State Street.

It is a good example, I think, of how often a second thought beats the first fellow's inspiration.

HANCE TOMPKINS.



IN PHILADELPHIA.

PHILADELPHIA, Sept. 7, 1897.

Editor of PRINTERS' INK:

The Luxfer Prism is gaining considerable publicity from a store recently vacated which has been fitted throughout with the device, and passers-by are invited to witness the daylight effects by large signs at the windows. The Philadelphia & Reading Railway Company, aside from selling all bridge and station space for advertising purposes, has disposed of several panels in its Delaware river ferry-boats, which bear announcements both local and general. This appears to be the first railroad company adopting the tactics of English companies. Philadelphia advertisers use the meadows approaching Atlantic City with signs extensively. One of the most striking is that of Geo. Kelly (Installation House) in front of which appears a baseball diamond on which two characteristic colored teams are represented by life-size figures made of wood. N. Snellenburg & Co.'s sign is in the form of a man-of-war attracting eyes to their catch phrase: "Good Philadelphia-Made Clothing," and an auction firm uses a fac-simile of its building.

P. T. Hallahan and P. J. Hallahan are rival shoe dealers in Philadelphia, and both are extensive advertisers, each claiming to be the original manufacturers of "Hallahan's Shoes." For some years they have been located on opposite sides of the same street, but more recently P. T. Hallahan has announced in the newspapers that he was compelled by increased trade to move to new quarters located at the northwest corner of Eighth and Filbert streets, which is exactly opposite the corner occupied by "P. J.," who made the best of the situation on the former's opening days by having the front of his store repainted, banked with potted plants and "Opening" signs displayed. It is an interesting situation, inasmuch as one has a sign in which it is hard to distinguish the middle initial letter in his name from that of the other, and both undoubtedly reap the benefit of returns from the other's advertising.

F. A. PARTENHEIMER.

IN WASHINGTON.

Office of
EDWARD F. FANE,
Writer of Advertisements,
1307 F St.

WASHINGTON, D. C., Sept. 10, 1897.

Editor of PRINTERS' INK:

The inclosed clipping from to-night's *Evening Star* has, I think, for the average reader,

SULLIVAN, beloved wife of Thomas
Brigadier-General, U. S. Army.

In Memoriam.

MYERS. In memory of FRANK MYERS, who died
two years ago today.

Just two short years ago today

The one we loved has passed away.

Although a link has been broken from the chain,
We hope to meet him in heaven again.

He had just joined the Pioneer Base Ball Club,

His comrades to enjoy.

But the fatal slide to second base

Caused the death of our darling boy.

BY HIS PARENTS.

something more of the humorous than the
doleful in it. Sincerely yours,

EDW. F. FANE.

THE ULTIMATE PAPER.

The one-cent (or ha'-penny) paper is the
ultimate paper of the world.—*Alfred Harmsworth, London.*

IN EVANSVILLE, IND.

A LARGE CIRCULATION IS NOT NECESSARILY AN EVIDENCE OF PROSPERITY.

EVANSVILLE, Ind., Sept. 7, 1897.

Editor of PRINTERS' INK:

We inclose a clipping from the *Evansville Courier* as follows:

"The *Evansville, Ind., Courier*, daily, is credited with the largest circulation accorded to any paper in Evansville or in Vanderburgh County or in the First Congressional District. It is the only paper in Evansville making a report in figures."—*Printers' Ink*, July 28.

This notice they are running at the head of their editorial columns, and take credit therefor. Just why this was written by PRINTERS' INK is not very plain. The reason for saying this is that this paper has been sold twice within two years, the first time by the sheriff and the second time by the receiver, a report by whom was this day made in open court, a clipping of which we inclose. Now, Mr. Editor, does it seem that a paper with such a record could be so prosperous? Could their circulation be so large as to make a satisfactory return at the end of each week and keep the paper from going to pieces? These things, Mr. Editor, occurred to us, and we thought would be interesting reading for you. They have always made a great bluff in their Eastern circulation reports, claiming 8,000. They never said daily, however, and probably printed that many papers in the course of ten days. We do not care for the publication of this, but ask is it fair that such concerns, who never made a sworn statement in their entire history, be given such prominence by as great a circulator as PRINTERS' INK? Understand we are not kicking, but this concern has been in existence 65 years, and when it has to see such nerve as that referred to it makes us feel that somebody has been misled. Very truly yours,

EVANSVILLE JOURNAL CO.

IN CHICAGO.

CHICAGO, Sept. 9, 1897.

Editor of PRINTERS' INK:

"Klondike nuggets taken at par" is a window sign. A baker advertises "Klondike gold brick bread." "We will talk Klondike with you" is a cigar store's placard. "Klondike values, but Chicago prices" is a shop motto. A dealer in aquaria makes a hit with "Klondike gold fish." "Hot ties for winter" is a haberdasher's way of putting it. "Fall hats are ripe" is used as a sign in a hat store. "Our fall prices have fallen low" says a store keeper. A jeweler designates engagement rings as "matrimonial bands." A sign in the window of a hardware store reads: "If you see a dog you like, collar it, and then buy the collar here." A coal-dealer's injunction is: "Contract your winter's coal before its price expands." The Chicago Food and Health Exposition will open October 4. The Goddess of Liberty has been filling an engagement as a window attraction. "The girls will like you if you wear one of — suits" promises a tailor. Interesting "loan exhibits" are seen in pawnbroker's windows. "The store is run for our mutual benefit" is a shopman's declaration. Circulars inclosed in envelopes are laid on doorsteps. On the envelopes is written, "It's yours." Handbills, each one having a domino pasted on it, are distributed. When the domino is returned to a certain store and a purchase made a set of dominos is given free.

C. E. SEVERN.

HE IS "CANDID ENOUGH TO SAY."

MUNYON'S HOMEOPATHIC HOME

REMEDIES,

1505 Arch Street.

PHILADELPHIA, Pa., Sept. 9, 1897.

Messrs. Gay & Drew Tufts, "The Democrat," Centralia, Ill.:

GENTLEMEN—We have your favor of September 6, inclosing us a statement as rendered to you by Remington Bros. in reference to our advertising. The account is somewhat complicated, because you ran our advertisements in wrong position and used incorrect copy. We find, however, that while Remington Bros. seem to have paid you for only 72 inches, our books show that Remington billed us for 137 inches. The difference between the amount that you have billed and what you have been paid for is made up of wrong positions, etc. From our books, however, there would seem to be more due you than Remington has paid you. We find that in all 207 inches were used in your paper, and we deducted about 70½ inches on account of wrong positions, missing papers, etc.

It might be better, perhaps, for you to have a contract direct with us, and we are willing to make one with you at the Remington rate, but we will be candid enough to say to you that if we do make a contract we will have to have our position top of column next reading matter at all times.

We return the Remington statement to you. Let us know what you desire to do. Very truly yours,

MUNYON'S H. H. R. CO.

MORE NUMBERS WANTED.

THE NEW YORK PUBLIC LIBRARY,

Astor, Lenox and Tilden Foundations.

Office of the Director,

Astor Library Building,

40 Lafayette Place.

NEW YORK, Sept. 13, 1897.

Editor of PRINTERS' INK:

I duly received the copy of your paper, and also the article in reference to the same, sent through your courtesy. If convenient and agreeable to you to do so, I have the honor to request that you assist us in completing the file, by presenting us with the following missing numbers: Vol. 13, Nos. 1-15, 17, 19-22, 24; Vol. 14, Nos. 1, 2, 4, 8; Vol. 16, Nos. 9, 11, 12.

Trusting that my request may be granted, I remain, very respectfully,

JOHN S. BILLINGS, Director.

Of the copies wanted, PRINTERS' INK was able to supply all but Nos. 3, 4, 9, 11, 14, 15, 17, 19, 21, 22 of Volume XIII., No. 8 of Volume XIV., and No. 9 of Volume XVI. Perhaps some reader of the *Little Schoolmaster* who has absorbed the information contained in these will take pleasure in sending them to Dr. Billings, and thus give posterity a show to revel in their contents.—[ED. P. I.]

THE INFLUENCE CONTINUES LONG.

Office of THE VAN BIBBER ROLLER CO.

CINCINNATI, O., Sept. 10, 1897.

Editor of PRINTERS' INK:

I don't know whether advertising in dailies dies with the day or not. I advertised two insertions a month ago and have been receiving replies ever since—two to-day. The ad appeared Aug. 8 and 10. I expected answers all to come within four days and then cease.

ANDREW VAN BIBBER.

IN SOCKLESS SIMPSON'S STATE.
COUNCIL GROVE, Kan., Sept. 10, 1897.
Editor of PRINTERS' INK:
Is not this a pretty good bicycle repair ad-

IN PROVIDENCE.
PROVIDENCE, R. I., Sept. 14, 1897.
Editor of PRINTERS' INK:
One of our large dry goods stores, in

BICYCLE SURGERY.

Acute and chronic cases treated with assurance of success. Languid tires restored to health and vigor. Tires blown up without pain. Wind free. No cure, no pay asked. We understand the anatomy, physiology and hygiene of wheels, and homeopathic and allopathic treatment as the individual wheels may require. Sure cure guaranteed.

TESTIMONIALS:—"My wheel had three ribs fractured, and you cured it in one treatment." "My tires were suffering with an acute case of amaturism, which had been pronounced fatal by other bicycle doctors, but your remedies cured the disorder, and I did not lose a day on my tour."

Thousands of testimonials like the above sent on application. If your wheel shows signs of that tired feeling, bring it to me and I will do the rest.

DE 11

H. L. T. WILLITS, Bicycle M. D.

vertisement for a country paper in a Kansas town, the *Republican* of this city?

C. M. HARGER.

ANOTHER PARASITE.

Office of "CROSSVILLE CHRONICLE." }
CROSSVILLE, TENN., Aug. 30, 1897. }

Editor of PRINTERS' INK:

The inclosed strikes us as being about the rankest case of stealing the reputation ob-

making a display of autumn dress goods, has costumed a dozen or so big dolls with the latest fabrics. The styles from the fashion plates are closely followed in all details. A unique and inexpensive show window attraction is in Jeweler Hosmer's show window, and consists of nothing but a glass box holding a brood of common house mice. In the center of the cage is rigged a revolving disc, on which the little imps scamper. An ingenious Providence boy has invented a machine for making wooden tooth-picks. From strips of lumber it turns them out very fast, all pointed, and printed with an ad on each edge. One of the leading department stores made quite a feature of the machine in its show window. One of the best ads put up here lately is a metallic weather vane. They are furnished to the cigar stores, and on the hand that shows which way the wind blows is the advertisement of B-L tobacco.

ADDIE.

CLOTHING SHOP MOTTOES.

Office of

H. & D. DANIEL, Clothing,
96 Front St.

WORCESTER, Mass., Sept. 10, 1897. }

Editor of PRINTERS' INK:

I read your paper weekly, and swear by the Little Schoolmaster. I notice your shop

Noguessing. Our prices are plainly marked. If we say it's wool, it's wool. No misrepresentations.

A displeased patron is a poor ad. We're good advertisers.

If we advertise anything, it's here for sale. We buy and sell for spot cash. Our success!

mottoes. I inclose eight original ones which I am using. If worthy, publish, obliging

Yours,
CHAS. Z. DANIEL,
Advertising Manager.

THE ART OF PUTTING THINGS.

There is an art in putting things. "He never turned the hungry from his door" sounds very well, but it's different when you say: "He fed every tramp that came along."
—Philadelphia Ledger.

PISO'S CURE FOR
COUGHS WHERE ALL ELSE FAILS.
Best Cough Syrup. Tastes Good. Use
in time. Sold by druggists.
CONSUMPTION

PISO'S CURE FOR
25c. Specially adapted with EMERSON's Patent.
Best Cough Syrup for children and young persons.
—TAKES THE TIME—
25c. THE PISO CO., CHICAGO, ILL. U.S.A.
CONSUMPTION
also and successfully combined with EMERSON'S
"SUNSHINE"

tained by long years of persistent advertising that we have seen. What think you?

Very truly,
S. C. BISHOP.

ADVERTISERS' JOURNALS.

The objection some men make to subscribing for them is that they do not want to be advised or taught, and that they prefer to do their advertising in their own way. They mistake the mission of these journals. It is not to make it unnecessary for the advertiser to think for himself. Their purpose is to stimulate their reader's own thought, to relate experiences of others, to point out both successful and disastrous methods, etc. Contradicting ideas and experiences will be found in every number. Each may be right under different circumstances.—*Advertising Experience, Chicago.*

THE POSTER GIRL.

(AFTER "THE BLESSED DAMOSEL.")

The blessed Poster girl leaned out
From a pinky-purple heaven.
One eye was red and one was green;
Her bang was cut uneven;
She had three fingers on her hand,
And the hairs on her head were seven.

Her robe, ungirt from clasp to hem,
No sunflowers did adorn;
But a heavy Turkish portiere
Was very neatly worn;
And the hat that lay along her back
Was yellow like canned corn.

It was a kind of wobbly wave
That she was standing on,
And high aloft she flung a scarf
That must have weighed a ton;
And she was rather tall—at least
She reached up to the sun.

She curved and writhed, and then she said,
Less green of speech than blue:
"Perhaps I *am* absurd—perhaps
I *don't* appeal to you;
But my artistic worth depends
Upon the point of view."

I saw her smile, although her eyes
Were only smudgy smears;
And then she swished her swirling arms,
And wagged her gorgeous ears.
She sobbed a blue-and-green-checked sob,
And wept some purple tears.

—Carolyn Wells, in the Century.

WITHOUT FEAR OF CONTRADICTION.

Each medium is particularly suited for certain kinds of ads. It should not be blamed, then, for not bringing results from all kinds of ads. A small ad may prove an utter failure where a larger one may be a gold mine. A small ad may pay in certain kinds of media as well as a larger. There are experienced advertising men who know how to judge of these things with a reasonable degree of accuracy. No one is infallible, however. But it may be stated without fear of contradiction that there is a price at which all kinds of publicity can be used at a profit—but it may not be the price asked; there is a kind of publicity most profitable for each article advertised—but it varies with the conditions under which the article is found. There must be an existing need for the article advertised, or no kind of publicity can create a demand for it; and there are conditions under which any article or service can be advertised with profit.—*Advertising Experience.*

NOTES.

"SUMMER goods at zero prices" is the way a metropolitan haberdasher puts it.

A NEW YORK laundryman advertises: "Our money does not go back to China."

THE job office of the *Evening Wisconsin* of Milwaukee turns out some exceptionally fine work.

THE Seattle (Ore.) *Post-Intelligencer* has been sold to George and Edgar Piper, of Portland, Ore.

THE fourth annual convention of the National Distributors' Association will be held in Philadelphia, February 7, 1893.

A NEWSPAPER without enemies is scarcely deserving of friends. The vicious and lawless never like a bold, fearless newspaper, and every self-respecting publisher should be proud of their enmity.—*Fourth Estate*, Aug. 19, 1897.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PERFECT half-tone cuts. 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

A GENTLEMAN with large editorial and business experience, and some capital, desires an interest in a good syndicate publishing firm or company. Address "W. X.," Printers' Ink.

I WANT to travel for a first-class firm, distributing samples, circulars, etc. Not afraid of work. Best references. Salary \$75 per month and expenses. HENRY J. BERENDES, 1499 First Ave., Evansville, Indiana.

WANTED—Prosperous daily in small town, or good country weekly. Must be able to show some profit and offered at rock bottom price to secure attention. "COUNTRY EDITOR," P. O. Box 1740, New York.

TO PUBLISHERS—Why not have an advertising manager who will bring push, enterprise and business-bringing methods to his employer's advantage? Write H. F. CAMPBELL, 678 Prairie Ave., Providence, R. I.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 80c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

FOR 8 years I placed the advertising of the Chamberlain Med. Co., of Des Moines, obtaining the most favorable terms, position, etc. I now seek a similar situation at a moderate salary. F. B. SWARTZ, P. O. Box 174, Des Moines, Ia.

PUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get information on the subject by addressing EDWIN F. GRAY, publisher of *American Literary Visitor*, Rahway, N. J.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

WANTED—Position as solicitor of advertising on weekly or monthly publication. Young man of good address and appearance. Several years' experience; well acquainted with general advertisers. Salary and commission. Address "M. M.," care Printers' Ink.

WE want to contract with some reliable party who can procure a sufficient amount of first-class advertising, at once, to fill four pages of one of the cleanest magazines in the U. S. Circulation 20,000, and increasing at the rate of one hundred per day, all paid in advance. Address Box 183, Belfast, Maine.

LINE TYPE OPERATOR—A young man, expert linotype operator, make up and make ready newspaper compositor, fully competent to take charge of city daily, wants position in union office. Is sober, industrious, intelligent, refined. First-class references. Address "NO. 63," care Moses & Helm, 111 Nassau St., New York.

DESIRING to change location. I would like to correspond with any one needing the services of a competent newspaper man. Fifteen years' experience, from "devil" up; eight years as editorial and news writer on weekly and daily papers. Have done special work for metropolitan dailies, also considerable literary work for other large publications. Am a young man, married; do not rush; am a No. 1 solicitor, and can furnish gilt-edged recommendations—also samples of journalistic and literary work. "BUSINESS," care Printers' Ink.

ADDRESSES AND ADDRESSING.

3,000 FRESH agents' and canvassers' addresses, classified by States, prepaid, for \$5; single M \$3. S. M. BOWLES, J. F., Woodford City, Va.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SPECIAL AGENTS.

THE papers represented by **H. D. LA COSTE,** 38 Park Row, New York, Special Newspaper Representative, have the consideration of reliable advertisers.

ADVERTISING AGENCIES.

THE best results for the least expenditure. How to do it! Write **THE WHITMAN COMPANY,** 37 Nassau St., New York.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.,** 10 Spruce St., New York.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 30x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address **GEO. P. ROWELL & CO.**

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK,** 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.,** Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page, I can suit you. **WM. JOHNSTON, Mgr.** Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

OUR COMMON SENSE Broom Holder with a 3x2 Adv. on its wood base is well adapted to keep your business before housewives. Sample free. **B. KOENIG MFG. CO.,** Hazleton, Pa.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

DEPARTMENT OF Profitable Publicity of the **W. B. CONKEY CO., E. A. WHEATLEY,** Director, 311-313 Dearborn St., Chicago.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON, Mgr.** Printers' Ink Press, 10 Spruce St., New York City.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS,** 10 Spruce St., New York.

PROFITABLE printing is the kind that is adapted to your needs. Fine printing, yes. But also printing with ideas in it. Our business to supply this to you. To make printing an investment instead of an expense. To make your printing publicity profitable. Write us about it. **DEPARTMENT OF PROFITABLE PUBLICITY** of the **W. B. CONKEY COMPANY,** Chicago, E. A. Wheatley, Director.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. **B. F. CURTIS,** 150 Worth St., New York.

POSTERS.

WE engrave, print and ship you posters on 50-pound paper, one color ink, for 1 cent a sheet in 1,000 lots. Special design, no pictorial. One-third cash, balance c. o. d. Samples for 5 cents. **RAMSEY POSTER PRINT,** Lexington, Ky.

TO PUBLISHERS AND PRINTERS.

A BRIGHT, energetic young man with long experience in the newspaper and advertising field, desires to make connection with established publication or printer. Has large acquaintance in New York, and could furnish some capital. Address "F. S.," Printers' Ink.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. **ENTERPRISE** Brockton, Mass. Circulation 7,000.

A DVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

G RAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. **LA COSTE,** New York.

W HEEHLING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. **LA COSTE,** N. Y.

A NY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

L ARGEST circulation of any daily newspaper in Williamsport, the **GAZETTE and BULLETIN;** 6,000 D., 4,000 W. **LA COSTE,** New York.

I NDORSED introduction to over 240,000 religious homes. How! Write to **THE RELIGIOUS PRESS ASSOCIATION,** Philadelphia, Pa.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. **LA COSTE,** New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE,** New York.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES and EVENING NEWS,** 14,000 daily. **LA COSTE,** N. Y.

N AMES and addresses to date mailed for \$35 per 1,000. Town and country addresses separate. References exchanged. **P. A. RANDLE,** Litchfield, Ill.

I F you are a manufacturer and desire to reach the largest retail trade, advertise in the **DEPARTMENT STORE JOURNAL and GENERAL STORE REVIEW,** monthly, \$1 per year, 271 Broadway, N.Y.

A LBANY TIMES-UNION is the best advertising medium in the capital city because it has a larger paid circulation than all the other dailies combined. **JOHN H. FARRELL,** editor and proprietor.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. **LIPPMAN BROS.,** Lippman's Block, Savannah, Ga.

A DVERTISE IN SAVANNAH, GA. This city of Savannah is one of the most important in the South. Its field is large, having a regular daily steamship line with New York City, and supplies the entire South. The New York Musical Echo Co. is at Savannah, Ga., and is published from there exclusively—circulation, 15,000 copies—and goes to families and stays there, as no one tears up music. Send to us for rates. The New York MUSICAL ECHO covers a vast territory.

NEW YORK MUSICAL ECHO CO., 143 Congress St., Savannah, Ga.

25 per cent more business

You could handle 25 per cent more business without increasing your fixed charges.

Let that one point sink in. Then write and ask me how your business could be increased 25 per cent and what it would cost.

Maybe I could show you how to increase it only 10 per cent. If 10 per cent doesn't interest you — don't write.

This advertisement is addressed particularly to manufacturers and jobbers who wish to increase the business with their own trade.

Charles

Business.

2 per cent more business
reduced expenses 2 per cent.
Put it into your brain, and
show your business can be
done at what it will cost to do it.
Now you know how to increase it
10 per cent increase would
pay for it.

Austin Bates,
Vanderbilt Building,
New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, SEPTEMBER 22, 1897.

THE *Ad Book*, of San Francisco, gives signs of becoming one of the most lusty and healthy of PRINTERS' INK's babies. Judging from its second number, it has already discarded long dresses and the nursing bottle.

THE Ripans Chemical Co. asserts that it can trace more sales of its goods to seven months' advertising in the Philadelphia *Record* than it ever has been able to trace to a year's advertising in any other twelve papers it has ever used—combined.

As the autumnal leaf begins to show signs of fluttering and falling, Beckwith, the special and the indefatigable, drops six full pages into PRINTERS' INK's productive columns. Beckwith is one of those happy mortals who, scorning luck, keeps on sowing seed.

PRINTERS' INK is always pleased to examine articles on the subject of advertising, and to pry on acceptance for those found available. While it is thought best not to put arbitrary limits to the length of articles, those containing between 300 and 800 words best meet our purposes

"It's not how loud you shout but how many hear you" is the suggestive advertisement of the Curran Company, who deal in bill and bulletin boards. There is much wisdom in this short sentence. It does not matter so much how good your ad is as it does that it shall be placed where thousands will see it. Moral: Spend your money in papers where population is dense and your returns will be large.

JOHN E. POWERS has undoubtedly done more to impress on advertisers the value of honesty and truthfulness in public announcements than any man in his profession.

UNDER the heading of "Timely Advertising Topics," the Stein-Bloch Company, a large wholesale clothing house in Rochester, N. Y., has just issued a book containing clothing announcements for the use of the retailers who deal with that concern. The advertisements in the book are models of their kind, the good impression they make being greatly strengthened by the artistic excellence of the pictures used. In these days of good clothing advertisements, these of the Stein-Bloch Co. can proudly hold up their heads as being as good as the best.

UNDER the general title of "This Broad Nation of Ours," the *Illustrated American* (New York) is publishing a series of articles in which it is designed to show (1) where most can read and write, (2) where schools and colleges thrive, (3) where health is best, (4) where most unmarried women are, (5) where fewest idlers are, (6) where most people own their homes, (7) where tax rates are least, (8) where most unmortgaged homes are found, (9) where paupers are fewest, and (10) where benevolences are largest. The writer uses a series of maps and indicators that are said to be his own invention, which complicate rather than simplify his deductions. But otherwise the series of articles ought to be of some interest to advertisers who rightly believe that an accurate knowledge of the various sections of the country is one of the requisites of successful advertising.

ADVERTISING an article which has been introduced into the markets of Chicago and New York in dailies published in those cities will advertise the goods thoroughly to the consumers living in those cities and the adjoining country, creating a demand on the retail trade, which can easily be supplied from the jobbers in New York or Chicago. The same amount of circulation purchased in mediums of national or semi-national circulation would reach the same number of people scattered so widely that by far the greater proportion of the demand created could not be supplied.—*Advertising Experience, Chicago.*

It is prophesied that in 1920 the cities of the United States will contain ten million more than half the population of the country.
—*Golden Rule, Boston, Mass.*

In America, cities are continually growing larger and more populous, draining the country districts of their population. This begira toward the city has a certain interest for the advertiser. It means to him that as time progresses he will find it less and less advisable to patronize the country papers, and will concentrate his efforts on the city dailies. All indications appear to point in this direction.

THE editor of the American Newspaper Directory is now engaged upon the revision of that volume for the December issue, which will be ready for delivery December 1st. He only communicates with papers entitled to be credited with circulations exceeding a thousand copies each issue, and to each of these he sends a proof of the description of the paper as it appears in the September issue of the Directory. It is every publisher's privilege to furnish corrections and a detailed statement of his actual issues for the first six months of 1897, if he so desires. In connection with the description a leaflet is sent which exhibits fourteen pages of the New York City form of the September issue of the American Newspaper Directory. By examining these pages the publisher is able to see what can be accomplished in the way of an advertisement in the Directory.

Circulation ratings are of necessity based upon issues for the time that has passed. This is known and can be stated with absolute certainty. The interest of the advertiser is centered, however, upon the issues which will be put forth for a time that is to come, and this information a publisher is permitted to give upon his own responsibility and his statement is allowed a place immediately following the description and rating of the paper. Such announcements, being preceded by the word advertisement, appear before advertisers as exactly what they are. They are the publisher's own statement, and as such are interesting and instructive. Such announcements in the American Newspaper Directory make the book more valuable, and the privilege of inserting them is worth a good deal to any paper that possesses a particular merit that should interest an advertiser.

IN an ad, as elsewhere, smartness is a poor substitute for common sense.

A REPRESENTATIVE of PRINTERS' INK recently visited Albany and made some inquiries about the circulation of the daily papers there. He thought the *Press and Knickerbocker* must have had a really good circulation at one time. It still enjoys an excellent reputation as an advertising medium, but its position now is inferior to that of the *Express*. The *Times-Union* has the appearance of being very much in demand. Newsboys in large numbers congregate around the office. Not half as many were in evidence at the *Journal* office. From talking with business people, his conclusion was that there is no paper published in Albany having anything like so large a circulation as the *Times-Union*. The *Journal's* circulation, although limited as compared with that of the *Times-Union*, seemed to be very largely among the well-to-do, or, as PRINTERS' INK's representative expressed it, "the high class." He thought the circulation of the *Express* and *Argus* pretty equal, the advantage, if any, being with the *Express*, although everybody says the character and circulation of the *Argus* have improved. A man who claimed to have been in the employ of the *Express* and *Journal* in 1894 said that he knew the circulation of the *Journal* then to have been about 5,700 copies daily and of the *Express* about 3,700. The publishers at present claim to issue two or three times the number stated, and as they fill out a straight statement and sign it, the editor of the American Newspaper Directory says he believes their claims are correct. In talking with the circulation manager of one of the Albany papers PRINTERS' INK's representative asked how many copies of the New York dailies were taken and the answer was: *World* and *Journal* about a thousand each, *Press* somewhat more than either *Journal* or *World*; *Herald*, *Times* and *Tribune* about five hundred each, *Sun* seven hundred to eight hundred, *Staats-Zeitung* fifty to one hundred, *Post*, *Mail* and *Express* and *Evening Sun* very few, *Telegram* a few, *Evening World* and *Evening Journal* quite a few; in fact, the two papers last named have the call. The percentage of returns allowable is 5 per cent in all cases to news-dealers and 10 per cent to the Albany News Company.

SAD CASE OF A NEW YORK SPECIAL.

THE NERVE OF THE EDITOR AND OWNER
OF "THE NATIONAL ADVERTISER"
NEEDS TONING UP.

Office of T. B. EIKER,
Tribune Building, New York. }
New York, Aug. 30, 1897.
Ripans Chemical Co., 20 Spruce St., City:

GENTLEMEN—About two years ago I gave you, in perfect good faith, a testimonial for the Ripans Tabules. At that time I found them very beneficial, but it would appear to me as if you must have altered the formula in some way, with the result of making the Tabules of inferior quality, for the recent recourse to them in case of need has resulted in far different experiences from those I formerly had.

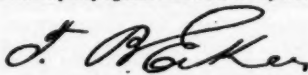
I find that their effects are such as to produce a directly opposite condition to that ascribed to the person who writes so exuberantly in the inclosed advertisement.

Under the circumstances I feel that I can not conscientiously indorse the medicine, and I therefore beg that you will not see fit to use the testimonial previously sent you.

Very truly yours, T. B. EIKER.

Mr. Eiker's original testimonial was as follows:

Mr. T. B. Eiker is special agent for the Chicago *Herald*, and his office in New York City is at No. 50 Tribune Building. He is a strong, virile man, not the sort of person to often require medicines, and is specially opposed to pills of any sort, finding them too violent in their action. In case of any irregularity he had always relied upon the use of fruits, until one day on a railway journey a friend directed his attention to Ripans Tabules and gave him some from a box he had in his portmanteau. He made use of them when occasion offered, and the result in his case was all that could be desired. He now depends upon Ripans Tabules entirely in the case of any irregularity of the bowels or derangement of the digestive apparatus. Mr. Eiker is a picture of health and manly vigor, is a hearty eater, and he regards a tabule after a hearty meal as a sort of insurance policy against future ills of any sort.



The testimonial that arouses Mr. Eiker's envy is the following:

Mr. Charles M. Palmer, of New Hampshire, is a soldier of the War of the Rebellion. He is sixty-one years of age and likes to take life easy now; but has ailments, perhaps inseparable from the decline of life, and has found much relief from the use of Ripans Tabules. He was long troubled with frequent headaches; there was an enlargement of the liver; he was annoyed more or less now and then with piles, and occasionally there was a rheumatic affection in his shoulder; another difficulty was a shortness of breath, or what seemed to be an inability to fill his lungs; this he attributed to a stomach trouble, although he was told it was dropsy of the heart. He found that Ripans Tabules, if taken at the time of the approach of any of these troubles, would always stave it off and bring almost instant relief. He noticed

also that they brought about a condition of things that, were he a married man, would be a source of infinite pleasure, but, being single, has at times made him, as he expresses it, "very uneasy."

Mr. Eiker was in fair health until he bought the *National Advertiser* and undertook the task of proving that a paper with a New York special agent can not afford to let its circulation be known. The physician in charge of the consulting department of the Ripans Chemical Co. says that, although the Tabules are a wonderful remedy, they can not be expected to perform impossibilities. He thinks there is reason to suppose that when Mr. Eiker sells out his paper and resumes his normal condition and occupation, the Tabules will again do for him all they did for Mr. Palmer, and even more, for Eiker is younger.

J. WALTER THOMPSON'S new advertising pamphlet is the most beautiful book of the sort that has appeared. Thompson has issued more expensive ones, but never one so good as this. Thompson gets credit for the book, although Thompson asks no credit for anything. For the artistic merit of the publication Mr. Thompson is indebted to the services of Harlan P. Hubbard, but Hubbard don't get any credit either. What he got was \$1,500.

AFTER the American Tract Society has overhauled its elevator system, with a view of postponing a fifth catastrophe, it will do well to take a look at the death trap it maintains in its Spruce street sidewalk. A hole in the flagging perhaps four feet wide by six feet long, and from twenty to forty feet deep, is open a good share of the time during daylight hours, and the passer-by is protected from the abyss by the slightest sort of a ramshackle wooden railing on one side and by no railing at all on the other. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is little short of a miracle that some of the many women and girls who are employed in the neighborhood have not yet broken or dislocated a leg by the slipping through of a foot and ankle when passing. Occupants of Spruce street buildings often cross to the other side of the street to avoid the Tract Society's death trap. All protests have been unavailing for a correction of the evil.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The newspaper that offers too much to its advertisers sometimes thereby proves its own worthlessness. I remember an experience years ago that I had with an advertising solicitor of a newspaper located in a country town within the territory reached by one of the stores for whom I was doing advertising work. This solicitor first came to me with a proposition to sell me a certain space in his publication for fifteen dollars, once a week for six months. He claimed the publication had a circulation of three thousand, and for the amount of space I wanted to buy this seemed a reasonable price, but, of course, I wanted to get it a little cheaper if I could, and began to pump him to see what he would do.

After a short conversation he began to offer additional inducements to me in order to close the contract. The first thing he promised was, that if I would send a quantity of catalogues to him he would put them in the newspaper office and see that every person who came in got one of them. Next he offered to write a personal letter to one hundred of the best people in his city recommending the advertiser in glowing terms. After that he proposed to send me a copy of his subscription list of three thousand persons, and allow me to send them circulars. He proposed four or five other different things of a similar nature, and finally agreed to do all these things to get the advertisement for three months at half the six months' price.

It may have been foolish, but I didn't give him the advertisement after all. I felt that he was either lying to me, and did not intend to carry out any of his promises, or that his paper was absolutely worthless and didn't have any circulation at all, or still more likely that both of these things were true. The newspaper that offers too many inducements is just as likely as not to be a worthless advertising medium. This is not always the case, but it is a pretty safe rule to go by.

Some buyers make the mistake of thinking too much about themselves

when they lay in a stock of merchandise. It is not yourself or your own tastes that you want to think about, but the taste of the people to whom you are going to sell. Your own taste may be quiet, but if the taste of your customer is for loud colors and loud patterns, you must buy the loud colors and the loud patterns and forget what you like yourself. This is the reason why women, as a rule, are not as good buyers for a store as men. Men seem to have the faculty of forgetting their own tastes and thinking more of their customers', while when a woman sees something that she personally thinks is pretty, she admires it so much that she forgets that there are other women whose taste she wants, and who perhaps do not admire the article at all. Your own personal taste as to styles and qualities may be excellent, but if the taste does not coincide with the taste and desire of the customer for whom you are buying you will accomplish nothing in the end. We call to mind the case of a dry goods and silk buyer for a large store in one of the Western cities. This gentleman had the reputation amongst the wholesale merchants of being one of the shrewdest and most careful selectors of dress stuffs that came to New York. Still this man never made a dollar for the house whose department he was running. The class of people who purchased at the store had entirely different tastes from him. He therefore had great difficulty in selling the fine goods that he had purchased because he personally admired them and, each season, after running along with small sales when his business ought to have been booming, the stock had to be forced out late in the year at about half the price that was paid for it in the first instance.

* *

A reader of PRINTERS' INK writes to this department as follows:

"I read your 'store management' department with a great deal of interest each week and I notice that you advise merchants to advertise even in

dull seasons of the year. I do not know of anything I have to advertise in the dull season. What would you advertise if you were me?"

Our correspondent's letter-head shows that he carries dry goods, groceries, shoes and clothing. I think that is a very wide range of merchandise, and that our friend, if he will think a moment, will see that he is mistaken when he says that he does not seem to have anything at all to advertise. People use dry goods, wear clothing and eat groceries in the dull season just as much as they do any other time of the year. A great many storekeepers have a notion that the only time that they can advertise is the fall, or in the spring, just after they have laid in their new stocks. Now, this is not right at all. A retail merchant selling general merchandise of various descriptions, such as the party whose case we are now talking about, ought to have something in stock that will do to advertise all the year around. Nearly always the proper thing to advertise is the article that is seasonable at the particular time. The most successful advertising comes from offering people at a particular time just the thing that they are looking for or are in need of at that particular time. A retail store that carries general merchandise, and that watches this point carefully, will always have, other things being equal, good success with their advertising.

Talking about advertising all the year around leads me to say that I believe that every business is better where it is advertised, persistently through the dull season as well as in good season. Just now I can not think of a single business that can't be advertised profitably every month, from January to December.

I know of a case in Chicago which is a very interesting one. Mr. Geo. E. Marshall has a store located in the Columbus Memorial Building, Chicago, Ill. A large part of Mr. Marshall's business is in diamonds, and I believe that he does the greater portion of his business in the two months, November and December, when people are buying Christmas presents. Now, if there is any business that ought to be hard to advertise it is this man's business, particularly because a good portion of his efforts are directed towards selling diamonds to the medium class of people who want to

buy goods on time payments. Again, if there is any man who would have an excuse for advertising at one season, it seems that he would, because during ten months that he is advertising, his total business can't amount to as much as during the other two. Most merchants under these circumstances would only advertise the two months when their trade was best.

Some years ago when I was in Chicago Mr. Marshall began a series of small illustrated advertisements which he used every day in the year, and I understand that he has found daily advertising so profitable that he is still keeping up the style of advertising which I inaugurated for him then.

Another difficulty that would discourage most merchants and cause them not to advertise persistently is the fact that Mr. Marshall's store is not located on the street, but on the third floor. Still his daily advertising goes on and draws people to him, and I believe that he is to-day doing as large and profitable a business as any merchant in his line in the United States. In a Chicago magazine, among other interesting things that Mr. Marshall said, were in substance the following:

"I advertise ten months in the year, regularly and persistently for the business I do in the other two months.

"I never run the same advertisement twice.

"I believe in catchy illustrations.

"I believe that one-half of the drawing power of my advertising is due to the cuts.

"I believe in casting bread upon the water, as it is sure to come back.

"People come in saying that my little advertisement has been staring them in the face so long that they have to come and see what I can offer.

"I have been all through the mill and used every sort of advertising mediums, but now have had my eye teeth cut and do not use anything but daily papers."

* *

It is not always a good plan to claim too much in your advertisements, even though you may personally believe that you have the best thing in existence. It may be well to claim all you can, but as a rule the little more modest statement, coupled with the willingness to prove all that is claimed, is more convincing. Hartley, the print-

er, no doubt, thinks he is the best printer in Waco, Tex. He probably believes that no other printer can do as much for his customers as he can; but, instead of saying this in a boasting way, he says what he thinks a little more modestly, and I believe by doing so adds strength to his advertisement, part of which reads as follows: "It does not matter what you want, I think I can do it for you, either in carrying out your ideas to the closest detail or in making suggestions where no special plan has been decided upon. Price right." * *

A clothing merchant in a far Western city says he would like to know a rule that is short and that can be easily remembered, that he can keep constantly before him, as a guide in advertising his business.

Advertising is such a complex subject that no one rule will cover all sides of it. If I were giving six general rules to any storekeeper I would say about this:

- (1) Advertise truthfully.
- (2) Advertise regularly.
- (3) Advertise seasonable goods.
- (4) Advertise reliable goods.
- (5) Advertise reasonable prices.
- (6) Stick to these rules all the time.

To the average merchant, I am sorry to say that the last rule is the most important of them all. His chief difficulty is that no matter what rules he may formulate for himself, or how good these rules are, he does not stick to them all the time. The quality that makes the successful business man is the grit to map out a correct plan, and then stick to it through thick and thin until success has been won.

Our merchant begins by advertising reliable goods, and sticks to it until some other merchant throws out a lot of trash at a lower price. Then our merchant thinks he must follow suit or be left behind.

I don't believe it ever pays to advertise unreliable goods.

I remember reading some time ago an article written by Mr. Manly Gillam, in which he said that "a woman very seldom remembers the price that she paid for an article, but she always remembers where she got it." I believe this is as true as true can be. When a woman buys something at your store, which is not what it ought to be, and finds out that it is not what it ought to be, she is going to blame you for it.

She will forget all about the fact that she bought it at half the regular price. She does not take into consideration that she got all she paid for, but she only remembers that she got something that was not satisfactory.

* *

The questions which interest the large stores in the large cities are very seldom interesting to the medium size or small store in the small cities. For this reason, in the few pages which can be spared for this department, I prefer always to consider questions which are of general interest to any ordinary store. I do not care to take up too much space talking about things which only interest a comparatively small number of the big readers of PRINTERS' INK.

One of the difficulties which confronts most persons who are before the public giving advice to stores is that their experience has been wholly with big concerns, and therefore they do not appreciate any of the questions which are really serious ones to the small store.

I know from my own experience, if I may be allowed to refer to it, that had I not at one time been in business for myself in a small merchandise way I would not now know how to answer one-half the questions which are all important to the little merchant.

The question which brings these thoughts to my mind is one asked by what might be called one of the larger stores. The store in question stated that their trade does not seem to come out until late in the afternoon, and consequently when closing time comes they usually have a full house. They want to know if it is right to refuse to sell any goods after a certain hour. To this question, which of course is only one which is likely to occur only in cases of larger stores, I would say that, in my judgment, as long as the customers are in the house and willing to buy, they ought to be waited on carefully and politely. When the closing hour comes I would not admit any one under any pretext whatever, but I would not use any means to force those already in the store to cease buying. If the doors are closed against new comers the store will naturally soon empty itself. Probably within fifteen minutes after the bell is rung to close nine-tenths of the persons will have gone out, and the remaining tenth, if buying, should be waited on, I believe.

MR. GEORGE H. UTTER, of the Westerly, R. I., *Sun*, compares the newspaper circulation ratings in the American Newspaper Directory with the work of a board of tax assessors. "Some property owners," says Mr. Utter, "are taxed for more than they possess and others for considerably less." Mr. Utter's object in writing is to direct attention to the rating accorded his paper, the Westerly *Sun*, and he sends information showing that for three months past his edition has exceeded 3,000 copies a day. When Mr. Utter's statement to that effect, which he marks "strictly confidential" (God knows why), was shown to the editor of the American Newspaper Directory, he said there were two difficulties about it. In the first place the Directory does not undertake to tell the circulation of papers for the months of June, July and August. What it does undertake to tell is the circulation during the entire year 1896 or during the first half of the year 1897. In order that everybody may be dealt with on the same plane it is desirable that every newspaper furnish information covering the same period. "Of what earthly use," said the editor of the Directory, "can Mr. Utter's statement be to me anyhow when he marks it 'strictly confidential'?" It is probable that Mr. Utter's criticism of the Directory ratings of newspaper circulation is a fair one. It is not to be supposed that an editor of a newspaper directory in New York can be better informed of the actual issues of newspapers in Westerly, R. I., than are the assessors of that very town about the property of the dwellers therein. Mr. Utter's method of conveying information of the sort that is not wanted and labeling it "strictly confidential" is very much the sort of information the tax assessor gets when he questions a citizen on the subject of his taxable wealth. On another page is presented a communication dealing with the newspapers of Louisville, Ky. Who can be better informed of the newspaper circulations there than the newspaper publishers themselves? and yet here are three each claiming the largest issue and two of them must be wrong. In New York a condition of affairs exists that is worse than that shown in Louisville. A similar condition is to be found in almost every town big enough to support a dozen newspapers. No

newspaper directory can ever hope to convey absolutely accurate information in all cases, but as the work of assessors and reports of the mercantile agencies do convey information that is good for something, so the Directory reports are worth to advertisers what they cost. Without the directories, without the mercantile agencies and without the tax assessors, the business community would be more entirely at sea than it now is.

DON'T DO IT.

Office of "ITEMS OF INTEREST."
215 W. Forty-second Street.
NEW YORK, Sept. 8, 1897.

Editor of PRINTERS' INK:

There seems to be a set rule among general advertisers against advertising in trade journals, even though they have a large paid-up circulation and reach a prosperous class of business men, while less worthy publications, with no definite reasons for existence, get the business.

As an authority on business advertising, will you kindly favor me with your opinion of what you consider the best way to interest the general business man, whose advertising is wanted?

If I say to the prospective advertiser that *Items of Interest* has a sworn circulation of 15,000 copies monthly among the leading dentists of the United States and fifty-five foreign countries, he looks upon that merely as a statement of facts, and passes it by with the thought, not even expressed, possibly, that he "has nothing to sell to dentists."

But if I offer a specified space at a specified rate to the general business man with the statement that *Items of Interest* reaches 15,000 prosperous men every month whose personal and family wants are the same as those of other prosperous men, even if they are all in one line of business, and, being dentists, they also have offices to furnish, and must keep up appearances because it is necessary, and then ask the general advertiser, point blank, for his advertisement, if he has anything to sell to men, ought not such an argument merit at least some interesting correspondence?

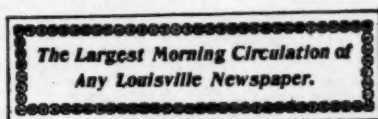
I contemplate soliciting the patronage of the general advertiser in a decided and persistent manner, but, before incurring expenses, ask your opinion of the best style of argument to use, and will be greatly obliged if you will favor me accordingly. Very truly yours,
GEO. W. MORRISON.

The trade journal ought not to seek advertisements from general advertisers. Such advertisements need not necessarily be refused, but they should never be sought. Their appearance in the trade journal is injurious rather than beneficial to the paper. General advertisers steer clear of trade journals, because to the general advertiser one reader is as good as another, and the trade paper charges more per line for each thousand of circulation than the general advertiser can afford to pay.—
[Ed. P. I.]

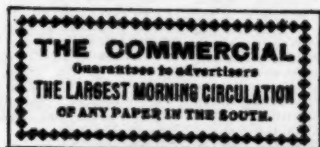
Hodgenville, Ky.
Sep. 3. 97.

Ed. Printer ink:-

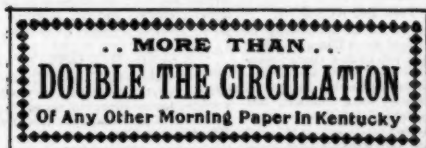
How can some people blame a newspaper directly for improper ratings when ~~such~~ the good Lord lets editors similar to those in Louisville live? Following clippings appear alongside head in morning papers to which they are credited



Louisville Dispatch.



Louisville Commercial.



Louisville Courier-Journal.

- Howard Burla.

AGAINST PROFESSIONAL ETHICS.

"LIFE" SATIRIZES PHYSICIANS WHO CHEERFULLY ADVERTISE IN INTERVIEWS, BUT—

Newspaper men will enjoy the keen thrust of William Henry Siviter, in *Life*, at the highly-conservative medical gentlemen who so a-hor advertising—in the advertising columns:

"By the way, doctor," said the enterprising reporter, after he had secured from the eminent physician a full account of a successful and skillful operation which the latter had performed, "I believe it is not considered professional for physicians and surgeons to advertise in the newspapers."

"Oh, dear, no!" replied the practitioner. "Such a method of obtaining publicity is an egregious violation of the ethics of the medical profession. A reputable physician can not advertise. He would immediately lose caste if he did. Only quacks advertise."

"That was my impression," replied the newspaper man, who thereupon went away and wrote an interesting account of the operation from the facts which the eminent surgeon had detailed to him. He told how the patient had been in a railway accident, and was taken out of the wreck with forty-six compound fractures, besides innumerable bruises of a less important character. He told how a new rubber heart had been made and fitted into the place of the natural organ, which had been lost in the excitement, and how the artificial heart was doing all the work which could reasonably be expected of any sort of heart. He explained the ingenious mechanism which supplied artificial respiration while the patient's lungs were in the repair shop, and very properly alluded to the job, as a whole, as the most remarkable series of surgical operations in the whole history of the art of medicine and surgery, and concluded his succinct and valuable account with this paragraph:

"It would give us the greatest pleasure to mention the name of the eminent physician who has wrought such marvelous reconstruction of a human being whose condition seemed beyond hope, and who would have been really beyond hope in the hands of any one else; but the stern mandate of professional ethics holds the writer's hand. Newspaper publicity is extremely offensive to the medical profession, for its members are not allowed to advertise, under severe penalties. It is with deep regret, therefore, that the skillful surgeon's name is omitted, and that he is thus deprived of the honor to which he is entitled; but we bow to the well-settled principle of the ethics of the profession."

It is understood that when the medical gentleman read this, he remarked that he would like an opportunity to treat the reporter as the railway wreck had treated his patient.

WHO MAKES THE IMPRESSION.

The low-voiced man who has something interesting to say will find more listeners than he who bellows at the top of his voice; people will listen to the first man and be impressed; they may be attracted by the second man out of idle curiosity for a moment, but impressed, never.—*Stein-Bloch Company.*

BEFORE LEAVING.

The *New York Times* copies the following sign in a New York restaurant to show the way English is sometimes dealt with:

"Before leaving, do not fail to take home a box of our delicious bonbons."

HOW TO BEGIN

The great question with some stores is how to begin advertising. Many say that "We have only a limited amount to spend, and we want to spend it where it will do the most good, and yet we do not know where to place it." With a limited expenditure at hand it will be well to use only that kind of advertising which seems to be the very best. Let all uncertain methods alone; pick out the best newspaper in your city, use this paper as far as your means will go, and stick absolutely to the one thing. Do not try to cover ten newspapers with the money that should go to one. Spreading your money too thin over a large surface is just as bad as the farmer who tried to cover a ten-acre field with a pint of seed. If there are other good papers besides the one, best let them wait until you have a larger sum to spend, so that you can divide with them.

INGENUITY IN BROOKLYN.

The Joseph H. Bauland Co., a department store of Brooklyn, has the following scheme to stimulate sales by means of Standard Dictionaries:

Have your subscription recorded Monday, pay \$1 and take a receipt. The Dictionary will be delivered to your house immediately. During each of the eleven months following you will have the choice of paying an instalment on the Dictionary of \$1 in cash or of buying \$18 worth of goods anywhere in this store, such purchases amounting to \$18 taking the place of the cash instalment on your Dictionary. Purchases amounting to \$9 will give you credit for half your instalment, and purchases amounting to \$36 will give you credit for two whole instalments.

THE DEMAND FOR CHEAP ADWRITING.

The number of advertisement writers, and so-called ad-smiths, ad-experts and publicity-promoters, who announce that they will write advertisements for as low as \$10 per dozen, indicates that there is a demand for cheap work, and that the average advertiser is unwilling to pay a good price for good stuff. I fail to see why this poor judgment seems to be almost universal, for not one of these advertisers would send a hundred-dollar watch in a two-cent case, or line a fifty-dollar overcoat with cheap cambric; and yet this is exactly what they do in the management of their advertising.—*Advertising Experience.*

TO BE SURE.

Mr. Wheatley, speaking for the Trow Directory Printing and Bookbinding Company, New York, says:

"We have advertised in PRINTERS' INK and have found it to pay in obtaining customers for fine printing."

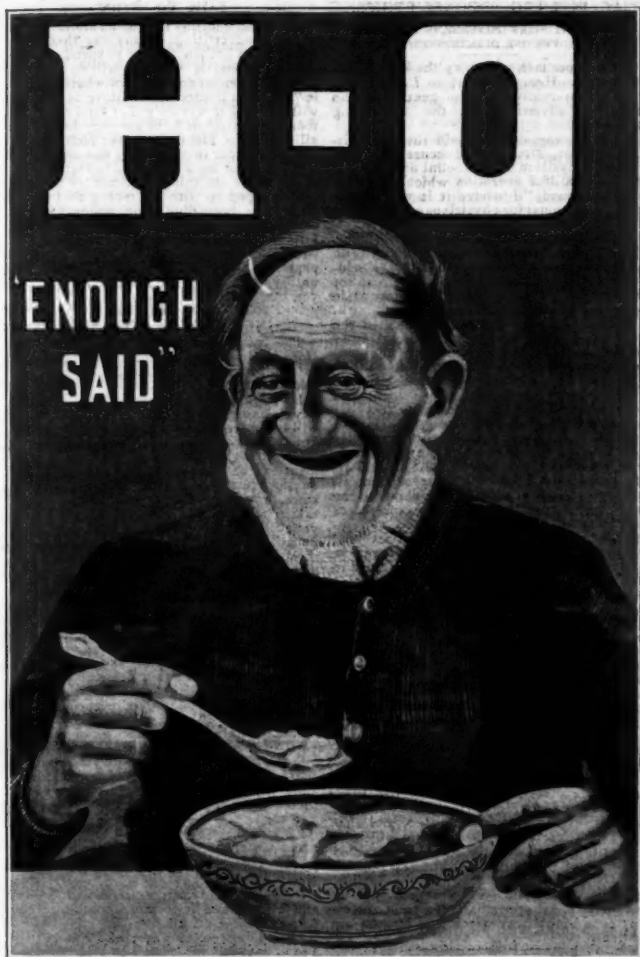
Mr. Johnston, manager of Printers' Ink Press, lays all his success to PRINTERS' INK advertisements and the sending out of samples.—*Inland Printer, Chicago, Sept., 1897.*

SEND OUT INVITATIONS.

"Opportunities," said Uncle Eben, "is pretty sho' ter come to ebery man. But it's a mighty good idee, jes' the same, foh him ter hustle roun' an' send out a few invitations."—*Washington Star.*

NO ENCOURAGEMENT.

Dillelante (very pressing)—I should like so much to write for your newspaper. One side of the paper has to be blank, hasn't it? Editor—No; both!—*Fliegende Blätter.*



THE poster of which this is a reproduction is seen everywhere on the hoardings, and appears to have appealed to a host of people. So famous, indeed, has it become, that Davenport, the caricaturist of the *New York Journal*, used it as a political cartoon on September 15, as shown on page 44.

THE ART OF SELLING.

The art of selling is the problem that decides the success of any business venture to-day. There is no trouble about producing any kind of goods—money, brains and machinery will produce anything you want. The success of such business, however, rests wholly upon the ability to sell such products at profitable prices. The concerns that can

do this will succeed, the ones that can not will fail. Nearly every business man should give more attention to the selling department of his business. Successful manufacturing without the art of selling is a myth; it can not be done.—*The Spokesman*.

THE advertising of the shoemaker should give lasting results.

THE BURDEN OF ADVERTISING WISDOM.

"So much the better, we shall know just how to deal with him," said Napoleon, when solemnly informed that an Austrian opponent was a commander of vast experience. No one understood better than the little Corsican that there is a point beyond which experience and knowledge are positive drawbacks. They realize possible dangers and obstacles. They picture vividly all the chances of failure. Thus they destroy that dash and initiative without which the great triumphs of peace and war are never attained. The knight crushed by the weight of his armor is a type of the experienced man paralyzed by the extent of his knowledge. Experience, like conscience, makes cowards of us all. A burnt child dreads the fire, and a cyclist who is pitched over the handle-bars and lands on his head becomes a timid rider—if he lives.

The experienced advertiser ponders long on the threshold of a new enterprise. He knows how strong are the hostile forces. He shrinks from untried methods and he positively dreads originality. He must be bolstered by precedent, and even then the phantoms conjured up by his own broad knowledge are ever before him.

The hopeful, ignorant novice goes in with a rush. His nerves are not shaken. He hits hard and is not afraid, and he is likely to find that his inexperienced energy will stand him in as good stead as the knowledge that clogs and hampers the efforts of his neighbors.

The experienced, clever solicitor goes in quest of contracts, knowing well what objections will be raised by the advertiser whose business he seeks. He advances arguments that he knows will be combated. A younger, greener man talks with all the snap and vim of one who is full of his subject and thoroughly believes in all he says. He seems to have no notion of failure, and that is the secret of his success. Fools are said to rush in where angels fear to tread, and they are often handsomely rewarded for their temerity. In advertising as in other things, too much knowledge paralyzes, confuses, deadens. Aggressiveness is offset by dread of defeat from certain familiar causes.

Knowledge is welded to rule. The bookish Austrian is knocked into

smithereens by the impetuous, inexperienced general of the French republic, who makes war in the light of nature. Great victories are won by kicking over the traces of conventionality. The zealous, pushing man, determined to succeed, is not cast down by unseen obstacles. He cries with Farragut in Mobile Bay, "Damn the torpedoes, go ahead!" Undue wisdom hugs the shore, and at best never gets beyond the Canaries. Columbus keeps straight on into the west and finds a new world.

From all the data obtainable it does not seem that lack of experience is a good reason for keeping out an enterprise, and this applies to lots of things besides advertising. Nine-tenths of the world's failures are the result of fear, and fear is the child of experience.

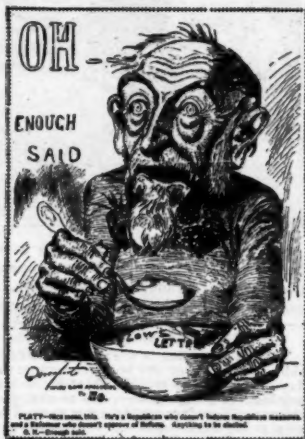
—National Advertiser.

THE SPIRIT OF ACCOMMODATION.

Would that we might impress upon every merchant and salesman the priceless value of the spirit of accommodation. Strive to give satisfaction in the case of small orders, and the large ones will take care of themselves. Place yourself in sympathy with the feelings and needs of every customer. This line of policy, persisted in and reinforced by all the necessary requirements of stock and price and assortment, will give any man his full measure of business success.—Keystone.

OPPORTUNITIES MUST BE MADE.

There is no royal road to fortune. Hard work, directed by discretion and watchfulness of opportunity, is the key that unlocks the treasure door. It isn't enough to "strike while the iron is hot"—one must strike until he makes the iron hot.—Keystone.



THE SPECIAL SALE.

The present period of the year is one in which special sales flourish in the large cities, where retailers are anxious to clean up the last of their summer stock and perhaps also arouse interest in goods which are not yet seasonable, as blankets, for instance. There is no doubt the special sale is an important feature in centers where a large transient trade may be drawn upon, and where only a small proportion of the inhabitants are regular customers at the store. But where the consumers are limited, so that the majority of them are personally known to proprietor or clerks, as is the case in smaller towns, the special sale is apt to prove unadvantageous in the long run.

If it is decided that a special sale shall be held, it is most important that everything about it shall be of a character to elevate the store in the mind of the public. It is easy to create a bad impression by blatant, screaming advertising that claims everything, by counters crowded with cheap and dowdy merchandise, and by clerks who assume special-sale manners of an extra offensive nature. At the special sale everything should be done to remove all appearance of cheapness except on the price tickets. The goods should be made to look as attractive as possible, and a few "sweeteners" should be added where assortments are very much broken. Let the reason for disposing of the goods at special prices be frankly stated, so that no ill-feeling will be aroused when the time comes to go back to regular quotations. Customers are very apt to feel aggrieved when they find goods higher to-day than they were yesterday, and the special sale in such cases may do more harm than good. This, of course, applies only to special sales of seasonable goods, and not to clearing sales, which, by the way, are the best and safest kind of special sales. They have a natural, reasonable ground for existence—which the mere special sale has not—and they are pretty sure to accomplish their object without proving a boomerang. Honest clearing sales, held only at distant intervals and conducted on a broad and elevated basis, are a legitimate method of merchandising and will benefit most kinds of stores, while fakey-looking sales will injure any business, big or little.—*Dry Goods Economist, New York.*

A TOBACCO WINDOW DISPLAY.

A feature of window dressing which may be of service to the smaller retailers is the utilizing of empty cigar boxes arranged in various attractive designs. This is done by taking ten or a dozen empty 50 or 20-boxes of the same size, boring two holes in each through the front side and the bottom, one hole near each end of the box, the holes being bored through the front side about a quarter of an inch above the bottom, and then passing through the bottom about a quarter of an inch from the front. Through each of these holes is passed a thin copper wire of the required length to correspond with the boxes laid side by side. The lids are then nailed down and the two wires drawn tight; the boxes will stand out with their free ends at right angles to the circles of the wires, like the fingers on the hand. This is only one design which can be suspended in the window, and as soon as the retailer catches on to the knack of making the combination he can turn out hundreds of designs which catch the eye—crosses, arches, etc.—all of which may be used in connection with advertising.—*Michigan Tradesman.*

LANGUAGES FOR BUSINESS PURPOSES.

In this country there are few phases of business life in which one can not utilize a knowledge of one or more of the languages of continental Europe. Those of most consequence to Americans are German, French and Spanish. Of these three the first is the most useful in this country, as the Germans greatly outnumber the foreign-born citizens of any other nationality, and in places have managed to keep their vernacular on an equal footing with English. French is spoken or understood by all educated Europeans, and, on the continent at least, is indispensable to all who have any social or literary pretensions. Thus, it easily takes precedence of German for all the purposes of the American traveler and sight-seer through the continent of Europe. Spanish, as the speech of nearly one-half of the western hemisphere, is bound to be some day the medium for the transaction of an immense volume of business in American manufactured products. No business man can afford to ignore it if he has any interest in South American trade. Which of these widely spoken languages a busy American will choose depends, of course, on the use he intends to make of it. The most usual order of preference is German, French, Spanish, both for the reasons already given and the no less weighty one that a conversational knowledge of a language generally leads to a superficial acquaintance with its literature, and herein French and German far surpass Spanish for all the purposes of an educated American.—*Self-Culture.*

WHAT PUZZLES HIM.

One thing puzzles me about these papers that claim such immense circulations. The wrappers are always addressed by hand. I have been getting a number of them regularly for over a year, starting with a subscription, but never a printed address label on any of them. Whether they claim half a million, or a quarter million or a million and a quarter circulation, the address is always written. At the rate of 1,000 wrappers a day, which is a liberal estimate, it would take 10 rapid writers 25 ten-hour days each month to mail the *Columbian*; 20 writers 25 days to mail the *Sawyer Trio*, and 50 writers 25 days to write the wrappers for *Comfort*. At \$1 a day for each writer it would cost respectively \$250, \$500 and \$1,250 a month for addressing wrappers. As you can buy mailing machines, with a capacity of 2,500 an hour, for \$15 each, it would seem either that the papers mentioned have slaves, whose labor costs nothing, or else—horrible alternative!—some publishers lie about their circulation.—*Stanley Day's Guide.*

WHAT TALMAGE SAYS.

Rev. T. De Witt Talmage sagely observes that "a newspaper whose columns overflow with advertisements of business men has more influence in attracting attention to and building up a city or town than any other agency that can be employed. People go where there is business. Capital and labor will locate where there is an enterprising community. No power on earth is so strong to build up a town as a newspaper well patronized, and its power should be appreciated."—*Keystone.*

THE SMALLEST NEWSPAPER.

The smallest newspaper in the world is the *Telegrafo*, bearing the motto, "Much meat, but little froth," and published at Guadalupe, Mexico. It is 8x3½ inches.—*N. Y. Sun.*

STOREKEEPING METHODS ABROAD.

The largest store in Paris, by actual measurement, is the Louvre, so-called after the famous palace and museum of the Louvre, which it nearly adjoins. The most famous is, of course, the well-known "Bon Marche." In many respects these two stores differ from their American prototypes. Their elevators would be funny if they were not pitiful. If time is of no consequence, it is far better to walk upstairs than to wait for the small, dark, snail-like back number known as the ascenseur. The aisles, too, are choked with bargain counters to a far greater extent than in first-class American stores, and the clerks solicit patronage with an annoying persistence, but the stock is usually enormous, and the numero system has no peer. On entering the store one goes to the "caisse" or desk and requests a "numero," giving at the same time the name and address. A small book is handed to one, containing a number of gummed and perforated slips. Each of these bears a number, say 500. When one makes a purchase, the clerk tears off a slip, pastes it on the goods, and writes the number of the department in the book. When you finish your purchases, if you want to pay cash, you return to the desk where you obtained the "numero." Here you find the goods collected, and pay. If you prefer to send C. O. D., relinquish the book to the first floor-walker, and you are relieved of all further responsibility. This system does away with cash girls or boys, the whizzing trolley baskets or the pneumatic tubes, but, while perfect for goods to be delivered, it complicates cash purchasing. To buy and pay at once is a great nuisance, for it is necessary for the clerk who waits on you to accompany you to the caisse where you pay, while he or she does up the parcel. The clerk is also parcel-maker, as French people believe in the theory of pence saving.—*Shoe and Leather Facts.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

OHIO.

DAYTON MORNING NEWS, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4,230 copies. Reaches the best homes. Rates 20c. incl. Write C. M. SHAFFER & CO., Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly —is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P-I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W. Va. English daily.

CANADA.

\$28 FOR 1 inch, I. A. W., for 3 mos. in 32 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

New England's Family Paper.

THE
Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1907, was

23,443¹⁰/₃₂

2. One-half of this circulation is in Maine; nine-tenths of it is in New England.

3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.

4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.

5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

CONDITION. . .

Plenty of cash.
Practical newspaper experience.
Knowledge of the people's wants.

PURPOSE. . .

To please and instruct.
To increase circulation of the COURIER.
To make it a better newspaper.
To make it a more valuable advertising medium.
To make money.

These are some of the conditions and purposes of the new owners of the EVANSVILLE COURIER.

Confident of our ability to make your advertising profitable to you, we ask for a share of your business.

MURPHY, CARROLL & ROOSA,
PROPRIETORS,

The Evansville Courier

Eastern Representative,

W. E. SCOTT,

150 Nassau St., N. Y.

THE EDITION OF

The American Messenger

for the months of October,
November and December
will be

60,000 COPIES
EACH MONTH.

Rates 30c. per Line, Gross.
Discounts for Time or Space.

American Tract Society,

PUBLISHERS,

10 East 23d Street, New York.

F. L. WEAKE, Adv. Mgr.

Post-Office Statements.

They give Campbell's Soil Culture and Farm Journal over 10,000 circulation. Since February 1, 1897, we have the documents for not lower than 10,000. They show as high as 10,777, lowest 10,000.

Our sworn circulation in the American Newspaper Directory for 1896 is 8,529. The paper at that time was known as Western Soil Culture. It was under a different management, and claimed 15,000. We changed the name and figured the honest, actual circulation from the printer's statements.

Campbell's Soil Culture is edited by the great agricultural authority of the west, H. W. Campbell, originator of the Campbell Method. It teaches the farmers of the Northwest how to raise crops in spite of drought. ITS SPECIALTY MAKES ITS SPACE VALUABLE.

Mr. Campbell has supervision of over 40 experimental farms under his method in the Dakotas, Nebraska and Kansas this season.

Semi-monthly; subscription, \$1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,

Sioux City, Iowa.

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

10 Cents a Copy.

\$1.00 a Year.

GODEY'S MAGAZINE.

Goes monthly
into
75,000 homes.

—
Send for Rate Card.
—

THE GODEY COMPANY,

52 Lafayette Place,

New York.

DOLLAR WHEAT

means money in the pockets of producers. That means buying all through the coming year. Why not place your advertisement in LANE'S LIST, reaching into nearly seven hundred thousand homes every month. You can get discounts now. Write to me about it.

WALTER D. STINSON,
Augusta, Maine.

8 Business Bringers

The Sunday School Times

Principle

Accepts only clean, trustworthy advertising.

Guarantee

Gives a money-refunding guarantee about advertisements.

Circulation

7,884,550 copies issued in 1896. A weekly average of 151,625 copies.

Quality

The varied class of adult Christian workers—not children.

Advertising Rate

Broadly stated less than one-half cent per line for each 1,000 copies issued.

★

THE LUTHERAN OBSERVER.
THE CHRISTIAN STANDARD.
THE PRESBYTERIAN JOURNAL.
THE REF. CHURCH MESSENGER.
THE CHRISTIAN INSTRUCTOR.
THE EPISCOPAL RECORDER.
THE CHRISTIAN RECORDER.

The Field

Middle States locality, rich with families able to buy what they want.

Influence

Published 23 to 78 years as the denominational papers here, they give the indorsed introduction which can add to the growth and prosperity of every honest business enterprise.

Intending Advertisers

are invited to test the value of this exclusive following.

★

We attend to the details of advertising for all these papers. . . Write to us.

THE RELIGIOUS
PRESS ASSOCIATION,

104 South Twelfth St.,
PHILADELPHIA, PA.

Get your money's worth in Ohio advertising.

To cover the State, reaching the best people in every section outside the big cities, use the Select List of Ohio Newspapers. It is what its name implies—a *select* list. Only the leading paper in each town is represented. You can not cover the State as cheaply nor as effectively in any other way.

Who we are :

AKRON, Beacon-Journal
ASHTABULA, Beacon
BELLEFONTAINE, Index
BUCYRUS, Telegraph
CAMBRIDGE, Jeffersonian
DEFIANCE, Republican-Express
EAST LIVERPOOL, Crisis
FINDLAY, Republican
GALLIPOLIS, Journal
HAMILTON, News
IRONTON, Irononian
KENTON, News
LANCASTER, Eagle
LIMA, Times-Democrat
MANSFIELD, News
MARIETTA, Register

MARION, Star
MASSILLON, Independent
MT. VERNON, News
NEWARK, Tribune
NORWALK, Reflector
PIQUA, Call
PORTSMOUTH, Times
SALEM, News
SANDUSKY, Register
SIDNEY, Democrat-News
SPRINGFIELD, Republic-Times
WARREN, Chronicle
WOOSTER, Republican
XENIA, Gazette and Torchlight
YOUNGSTOWN, Vindicator
ZANESVILLE, Courier.

Gold • Alaska • Klondike

Seattle, Washington,

is the natural terminus. All the Alaska Boats sailing for the

GREAT GOLD FIELDS

leave from SEATTLE and make no other stops.

It is the natural trading point. Has plenty big stores to handle the demand for supplies.

THE SEATTLE POST-INTELLIGENCER

(DAILY — SUNDAY — WEEKLY)

is the big newspaper of the Pacific Northwest section. Contains all the big gold findings and full news accounts. Circulates all over the country and has more than double the circulation of any newspaper published in that State. Advertising Rate cards on application. *Send for sample copies free.*

SEATTLE POST-INTELLIGENCER.

JAMES D. HOGE, Jr., Manager,
A. FRANK RICHARDSON, Seattle, Wash.
Special Eastern Representative,
Tribune Bldg., New York.

December issue of the American Newspaper Directory

Corrections and advertisements intended for the December issue of the AMERICAN NEWSPAPER DIRECTORY must reach the DIRECTORY office on or before October 15th.

The DIRECTORY will be ready for delivery December 1st.

A publisher wishing to insert a statement in the column with and following the description of his paper, may do so at the nominal price of 50 cents a line, which price, if the order amounts to as much as \$10, will include a copy of the Directory, to be delivered at his own office, all carriage expenses prepaid.

An example is here shown:

EVENING EXPOSITOR; every evening except Sunday and **SEMI-WEEKLY**, Mondays and Thursdays; democratic; daily four pages 20x26, semi-weekly twelve pages 15x22; subscription—daily \$4, semi-weekly \$2.50; established—daily 1875, semi-weekly 1870; The Expositor Co., editors and publishers; circulation rating has varied from both daily and semi-weekly H in 1896 to daily K, semi-weekly L in 1895. *Actual average during 1896—daily 2,881, semi-weekly 2,935.* *Advertisement.*—The EXPOSITOR is issued daily (except Sunday) and semi-weekly. Daily is delivered by carriers throughout the colonies surrounding Fresno, and the larger towns in Fresno and adjoining counties; has the largest circulation of any paper in the San Joaquin Valley and is the best advertising medium in Central California. Rates and sample copies sent on application.

Small portraits or pictures of newspaper buildings will be inserted as heretofore for \$10 each, the price including copy of book delivered free. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. The cut must not exceed one inch in length or width, and is subject to the approval of the Editor of the Directory. An example is here shown:

EVENING WISCONSIN; every evening except Sunday and **WISCONSIN**, Saturdays; republican; eight pages 18x24; subscription—daily \$4, weekly \$1; established 1847; The Evening Wisconsin Co., editors and publishers; circulation—daily K, weekly K. Has varied from daily D, weekly C, in 1892, to daily E, weekly E, in 1895. *Actual average of daily during 1896, 17,749.*



Display advertisements may also be inserted in the letterpress portion, on the same page with or opposite the description of the paper. One page, \$100; half-page, \$50; quarter-page, \$25. Display advertisements are accorded the best position remaining unsold at the moment the order is booked.

All orders are payable in cash when the book is delivered, but *five per cent may be deducted for cash with the order.*

A copy of the DIRECTORY will be sent free, carriage paid, to every advertiser whose order amounts to \$10 or more in the book. Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York.

They take it out in kicking.

The AMERICAN NEWSPAPER DIRECTORY, published by Geo. P. Rowell & Co. of 10 Spruce St., New York, is unquestionably the most reliable of the several newspaper directories published in the United States. It is fair alike to publishers and to advertisers. The advertiser gets what he pays for, a reliable directory; and publishers who will take the trouble to give a specific and truthful statement of every issue of their papers for the year last past, get full credit in the directory. Those who for any reason will not do this are not entitled to credit for the circulation they claim, and they do not get it. Those publishers who are not willing to meet the straightforward and reasonable conditions of the AMERICAN NEWSPAPER DIRECTORY take it out in kicking.—*Seymour (Conn.) Record, August 26, 1897.*

Some of the publications devoted to advertising subjects are kicking against the *American Newspaper Directory*, evidently coached by publishers who are too cowardly to quote or acknowledge their actual circulation. They have no reason to utter a word of reproach, but, on the contrary, if they would furnish a truthful statement for the only directory of intrinsic value they would aid the improvement of it still further.—*Stanley Day's Advertisers' Guide, September, 1897.*

The publishers of the AMERICAN NEWSPAPER DIRECTORY welcome criticism. False charges do no harm. Pointing out actual faults tends to cure them. Alleging faults that do not exist reacts in favor of the book.

The September issue of the AMERICAN NEWSPAPER DIRECTORY is now ready. Price five dollars.

GEO. P. ROWELL & CO., Publishers,

No. 10 Spruce Street, New York.

THE BLACKMAILING NEWSPAPER DIRECTORY'S MOST CONSIDERABLE FAULT.

From the town of North Adams, situated in the western part of the old Bay State, one or two numbers of a periodical called the *Massachusetts Editor* have been issued. The little paper appears under the auspices of Mr. C. T. Fairfield and assumes to be the official organ of the Massachusetts Press Association. Mr. Fairfield is also editor of a daily paper known as the *Transcript*, and there is another daily issued there, the *Evening Herald*, which is supposed to circulate two or three times as many copies as Mr. Fairfield sells. As is usual in such cases, the *Herald* furnishes the American Newspaper Directory with definite information about its circulation and the *Transcript*, not thinking it desirable to let the facts be known about its daily issue maintains a dignified reticence on the subject of number of copies sold, but makes conspicuous mention that it is an *older* paper than the other. As is nearly always the case where a publisher is ashamed to tell his circulation, Mr. Fairfield, of the *Transcript*, assumes to have a great deal of contempt for the American Newspaper Directory, and alleges that it is a blackmailing institution pure and simple. Having control of the monthly organ of the State Press Association, or at least of the one issue of it which assumed to be an organ, Mr. Fairfield took occasion to express his views of the Directory in the columns of the *Massachusetts Editor* as follows:

If there is a firm of directory publishers in more universal contempt among newspaper publishers or more justly so, it hasn't yet been made manifest. The reason is very apparent. In a word, it's their methods of polite blackmail.

Shortly after this appeared the Directory publishers applied to Mr. Fairfield to know what criticism he had personally to make of the rules and methods under which the Directory is issued. In reply Mr. Fairfield said:

NORTH ADAMS, Mass., Aug. 27, 1897.

To my mind the most considerable injustice done a host of influential "country papers" by the American Newspaper Directory is the wide latitude in your ratings. You jump from "exceeding one thousand" to "exceeding 2,250" circulation. Hundreds of papers in the neighborhood of fifteen and twenty hundred circulation, being rated as "exceeding one thousand" are thus, to the minds of all advertisers seeing the Directory, given credit for having about one-half of what they really have. *This is on the supposition that publishers do not take the time nor the pains to make detailed statements to the Directory, according to a plan submitted by it.* If a publisher pays no attention to requests for a statement of circulation, such circulation is estimated in the Directory's office, based manifestly upon the theory that non-attention to its requests for this statement according to its dictation indicates a decrease of circulation—a policy nothing more nor less than blackmail, if such strong expression is permissible.

In Mr. Fairfield's arraignment it will be observed first that the "most considerable injustice" done by the Directory is its failure to divide into a greater number of classes or bunches the papers who will not tell their issue. Second, that this "most considerable injustice" only works in cases where the publisher will "not take the time nor the pains to make detailed statements to the Directory."

"If a publisher pays no attention to requests for a statement of circulation," complains Mr. Fairfield, "such circulation is estimated in the Directory's office, and such a policy," continues he, "is nothing more nor less than blackmail—if such strong expression is permissible."

The publishers of the American Newspaper Directory welcome criticism. False charges do no harm. Pointing out actual faults tends to cure them. Alleging faults that do not exist reacts in favor of the book.

The September issue of the American Newspaper Directory is now ready. Price Five Dollars.

GEO. P. ROWELL & CO., Publishers,
No. 10 Spruce Street, New York.



\$40,000,000.⁰⁰

FOR

Farm News Advertisers.

Upwards of 80,000 farmers' families read FARM NEWS. They have been prosperous this year—had good crops and got good prices. They'll spend money this fall. Say their season's expenditures amount to only \$500 for each family, that means \$40,000,000.⁰⁰ put into circulation. A large percentage of that will go to FARM NEWS advertisers—*how* large depends entirely upon the persistency and force of their advertising. But the money is there—forty millions of it—waiting for the advertisers energetic enough to get it. *Some one* is going to get it, for the money is sure to be spent. Why not have it spent with you? Let FARM NEWS take you to it. FARM NEWS can get it for you. It's that kind of a paper. Rates of any agency or from

THE HOSTERMAN PUBLISHING
COMPANY,
SPRINGFIELD, OHIO.



Druggist W. A. Vanduzer, whose store is at the corner of Washington and Atlantic Avenues in Brooklyn, L. I., is a graduate of the New York College of Pharmacy and strongly indorses the use of Ripans Tabules because from his own experience and knowledge he has proved them to be exactly what the proprietors claim for them. To a lady who saw him at his place of business Mr. Vanduzer recently said: "I have found Ripans Tabules an excellent medicine myself. For years I have been troubled with constipation in a very stubborn form and had tried many remedies without permanent relief; but shortly after I had added Ripans Tabules to my stock I noticed that my ailment was on the list of those the Tabules were guaranteed to cure; so I tried them, and with such immediate and fine results that I now keep a few ready for use in my store, and in my bedroom and dining-room at home, so that when I need a Tabule they will always be handy and no excuse for my not taking one. They make my stomach feel good," said he "and have helped me generally. I also found them a good tonic. I have taken them now for some little time, and can recommend them from personal experience as an excellent remedy for the disease which has so long afflicted me."

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 19 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents.

Who selects
and purchases
these Articles?

WOMEN!

In over 400,000
well-to-do Homes

The Ladies' World

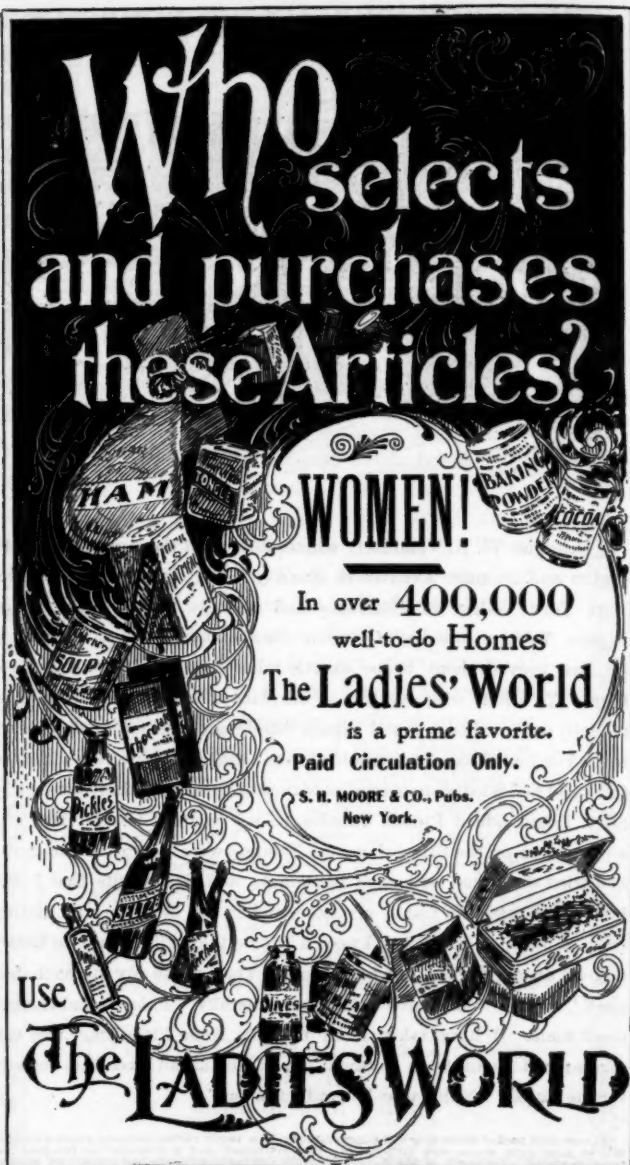
is a prime favorite.

Paid Circulation Only.

S. H. MOORE & CO., Pubs.
New York.

Use

The LADIES' WORLD



The Advance In Wheat

will put money into the pockets of the farmers.

THE CHICAGO WEEKLY DISPATCH circulates almost exclusively among the farmers, and thoroughly covers all the States in the Great Middle West. It is indorsed by Senator Jones, Chairman of the Democratic National Committee, and by other prominent leaders of the party. It is the only free silver publication in Chicago with a national reputation.

It will cost you TEN CENTS A LINE. You can begin at once, and stop when you like. Orders may be sent direct or through any responsible advertising agency in the country.

Address

THE CHICAGO DISPATCH,

115-117 Fifth Ave., Chicago, Ill.

The Favorite Newspaper in Michigan

is now, and has been so for 64 years,

The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily,	-	-	36,323
Sunday,	-	-	47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,
41 Times Building, New York City.

I am always right

It is much easier to be successful by being right than it is to be successful by making people believe you are right when you are wrong.—*Printers' Ink*, September 15, 1897.

When I started in the ink business nearly four years ago, I advertised for three successive weeks without receiving a single order. The fourth week I received one from a publisher who was curious to know if I did as I advertised. The second month I received 32 orders, the third month 42 orders, and month after month they kept gradually increasing, until I now average nearly 1,000 orders a month. At first my competitors treated my advertisements as a joke, but they soon learned I was making serious inroads on their trade, and gradually their prices were reduced to meet mine, and in some cases went below them, and they offered credit as an inducement, while I demand cash with the order (no exceptions to this rule). If I had not started, the printers of the country would still be paying a half dozen prices for the same grade of ink. I have had several imitators of my cash system, but none of them ever made a success. The rapid progress I made is due to my persistent advertising, and I never failed to do what was right. If a customer was not satisfied I returned his money, and paid all freight or express charges.

Send for my price list. Address,

PRINTERS' INK JONSON,

8 Spruce Street,

New York.

Some High Figures



were scored by the thermometer in August, but they did not exceed the circulation gains of the

TELEGRAM

It is said that hot weather has a depressing effect on newspaper circulations, but the records of the

TELEGRAM

show that live, energetic newspapers have no cause to fear any kind of weather; the public will read them whether the thermometer soars into the nineties or drops into the tens.

AUGUST NET SALES.

Total Evening Telegram, - -	846,586
Daily Average, - - - - -	32,561
Total Sunday Telegram, - - -	171,600
Average per Sunday, - - -	34,320

Address PROVIDENCE TELEGRAM PUBLISHING CO., Providence, R. I.

WISE ADVERTISERS

are making their contracts
now for the

Brooklyn "L"

because in six months the
cars run across Brooklyn
Bridge and traffic will be
more than doubled. The
appearance of cars and
advertising therein is not
equaled anywhere.

GEO. KISSAM & Co.

253 Broadway, New York.

*The large Street Car
advertisers of experience
place their appropri-
ations DIRECT with princi-
pals, and thereby get
better advertising and
more satisfaction than
through brokers who cut
rates. Look in our cars
and observe the repre-
sentative advertisers
who deal with us direct
and keep it up year
after year.*

GEO. KISSAM & CO.

253 Broadway, New York.

PROSPERITY IS COMING FAST

The live, progressive merchant sees this and advertises liberally in consequence. The Street Cars are now justly considered at the top in standard mediums. We control the largest number. Write us for rates.

GEO. KISSAM & CO.

253 Broadway, New York.

Only One.

There is one advertising agency that is older than any other; that has inaugurated the methods and led the way to every improvement; whose acquaintance with publishers is best established and has been longest maintained; whose ratings and classifications of the newspapers are accepted and acted upon by all advertisers and all other advertising agencies; whose affairs are managed by young men who have passed their entire business life in the service.

If it appears that such an agency can be useful in placing your advertising.

Address

THE GEO. P. ROWELL ADVERTISING CO.,

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